

# DALLAS

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Vol. 4 • No. 5  
May, 1925





TYPICAL DISPLAY ROOM

**TO LESSEES OF LARGE OFFICE SPACE:**—The Santa Fe Building has especially designed a portion of its building to meet the requirements of users of large general offices. (These offices will appeal to large business concerns who are seeking space at low basic cost per square foot.

**SHOW ROOMS:** A few desirable stock and showrooms are still available. These rooms afford unusual advantages for the display of merchandise in this centralized market.

**WAREHOUSES:** 90,000 square feet of warehouse space available in large or small units.

*Firms who are erecting this building:*

LLOYD R. WHITSON, E. M.

F. COWDEROI DALE, A. R. I. D. A.  
*Architects*

R. F. TAYLOR, M. E.

*Engineers*

WATSON CO.

*Builders*

VILBIG BROS.

*Excavating Contract*

AUSTIN BROS., INC.

*Steel*

MANETT, SEASTRUNK & BUCKNER

*Wiring, Fans and Fixtures*

HARRY I. MAXSON

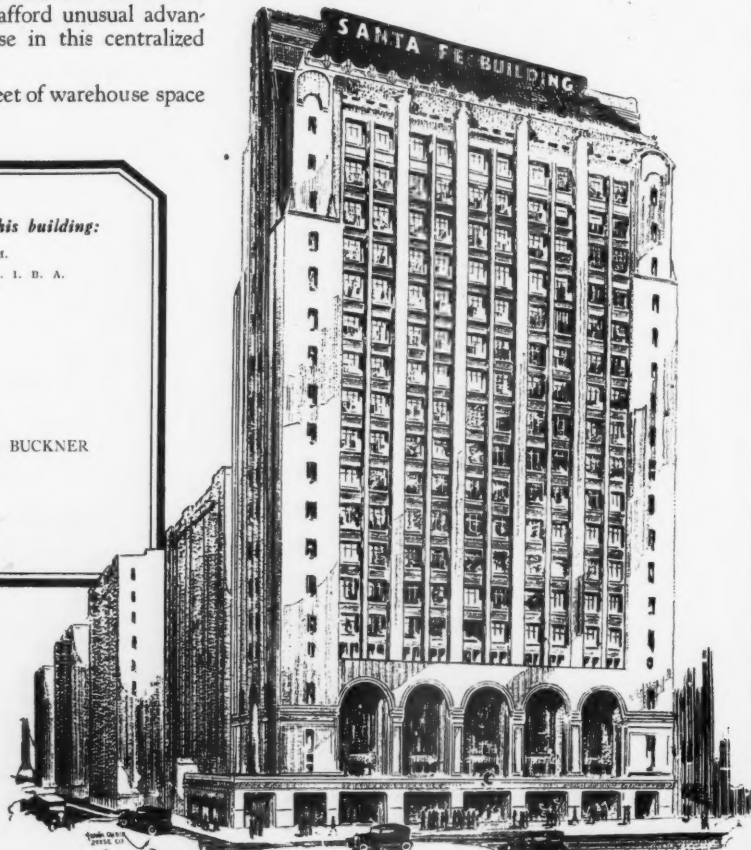
*General Insurance*

BURTON LUMBER CORP.

*Lumber and Cement*

X-5067

Terminal  
Building  
Corporation  
of Dallas



# Santa Fe Building

*Best Known Business  
Address in Dallas*

Your office, display room,  
warehouse requirements,  
can be filled in the Santa  
Fe Building.

LLOYD R. WHITSON  
F. COWDEROI DALE, *Architects*

## Trail Blazers

Fifty-six years ago the foundation of a great institution was laid.

Today the firm of Padgitt Brothers Company stands as a monument to the business sagacity of sturdy pioneers.

We serve Padgitt Brothers in the capacity of Advertising Counselors.

## Hope Mills ADVERTISING AGENCY

1616½ Main

X-3560

## Confidential Real Estate Transactions

**W**E buy property for individuals or corporations. All of our transactions are considered confidential, and no publicity given when our clients so request.

"34 Years in Dallas"

**J.W.LINDSLEY  
& COMPANY**  
REALTORS  
1209 MAIN ST.  
PHONE X-4367

## To the Men of Dallas we offer TEXAS' GREATEST LUGGAGE VALUE



The above headlines form a strong but true statement. Here we picture an aristocrat among luggage, a beautifully grained mahogany cowhide leather hand bag. Extra full cut. Featuring combination interlocking frame, which we consider the greatest improvement that has ever been made. Individual key lock keeps your belongings safe in hotels or on trains.

Remember that values such as this are seldom offered and can't be duplicated. So, act now.

A Regular \$18<sup>95</sup>  
\$22.00 Value

Bring this ad with you and the price will be

**\$16<sup>50</sup>**

**Padgitt Bros. Co.**  
RETAIL — "FINE LEATHER GOODS" — WHOLESALE

# The News Is Read by *All* of Dallas



**T**HE News is equal to any advertising job in Dallas. It carries your message surely and effectually into the vast majority of the city's family circles; it covers the city every morning without competition.

¶ The circulation of The News is steadily growing. Today it is nearly five thousand greater than a year ago. ¶ Within the city The News has a greater circulation than ever before in its history. Few morning papers cover their home cities more thoroughly.

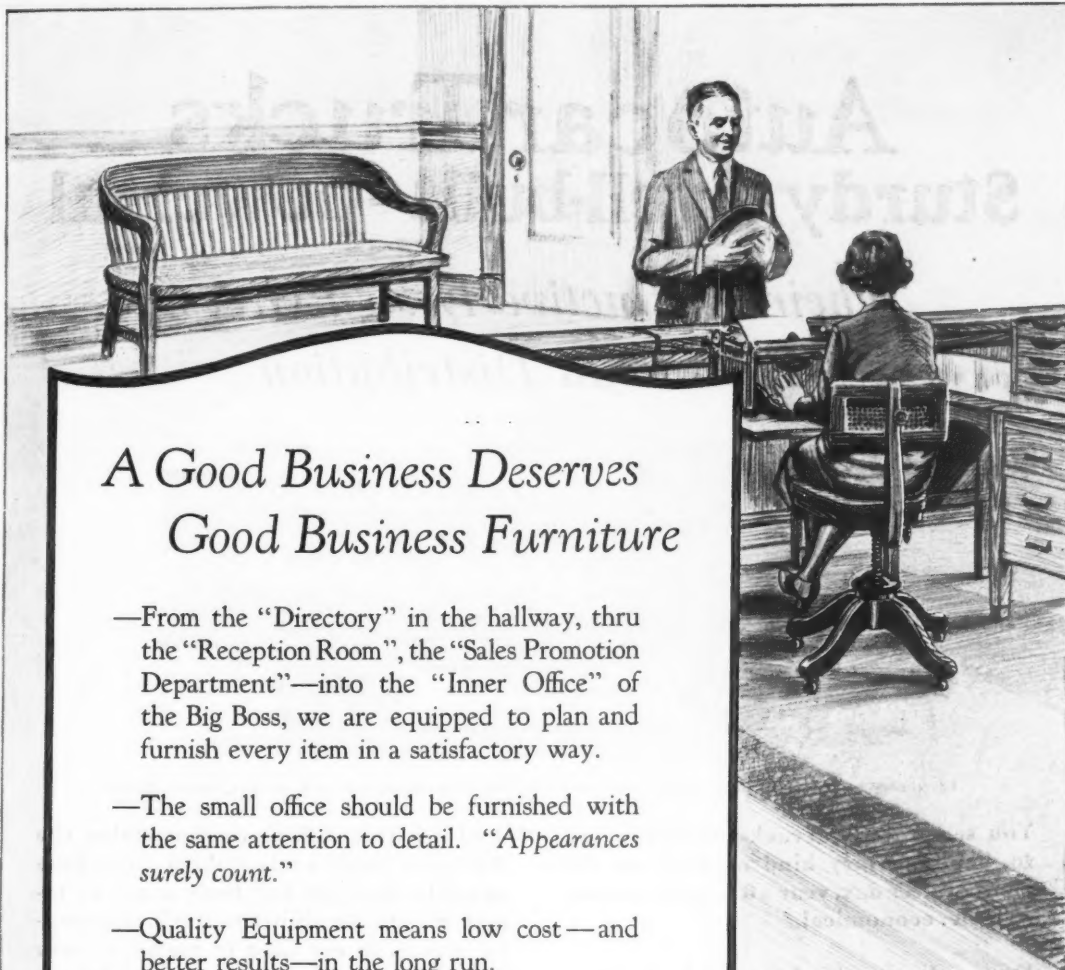
¶ And in addition to covering the city, The News is the *only* newspaper that is generally read throughout the Dallas shopping-territory, the hundred-mile circle now known everywhere as "Prosperity Zone."



## The Dallas Morning News

*Supreme In Texas*





## A Good Business Deserves Good Business Furniture

—From the "Directory" in the hallway, thru the "Reception Room", the "Sales Promotion Department"—into the "Inner Office" of the Big Boss, we are equipped to plan and furnish every item in a satisfactory way.

—The small office should be furnished with the same attention to detail. "Appearances surely count."

—Quality Equipment means low cost—and better results—in the long run.

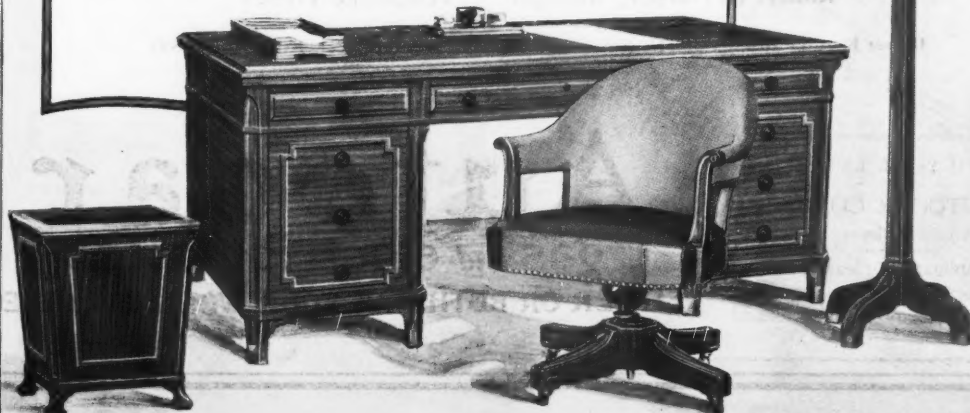
REASONABLE IN PRICE—HIGH IN QUALITY

**Every Office Need Supplied**  
**Simpson-Whiteman Co.**

X3957

1521-23 COMMERCE ST.

X7358



# Autocar Trucks

## Sturdy - well-built - powerful

*Their Distinctive Design Gives  
Even Load Distribution*



4-Cylinder 2 to 3 Ton Autocar (Tank Body) Owned by the Magnolia Petroleum Company, Dallas, Texas

You see Autocar Trucks wherever you go, hauling every kind of load, on the job day after day, year after year; strong, reliable, economical.

Do you know why Autocars look different and are different from other trucks? It is because the Autocar engine is placed under the seat, not out in front.

And it is this difference that makes the Autocar distinctive short wheelbase possible. You get full body capacity together with the ability to run into crowded places, to cut time in traffic, to save two minutes here, three minutes there—savings that actually show themselves in dollars and cents when hauling costs are reckoned up.

### Autocar Sales and Service Company of Texas

2701 Main Street, Dallas

Robert R. Harper, Manager Telephone Y-1529

Direct Factory Branch of The Autocar Company, Ardmore, Pa., Established 1897  
Branches in 46 Cities

SEND WITH YOUR LETTERHEAD

THE AUTOCAR COMPANY

Box 2260, Ardmore, Pa.

Without obligation, please send me the Autocar Booklet describing Autocar performance in the gas and oil industry.

# Autocar

gas and electric trucks

**EITHER OR BOTH - AS YOUR WORK REQUIRES**



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 4

MAY, 1925

No. 5

## Almost a Convention a Day in April

**A**PRIL was one of the best convention months in the history of Dallas, with 29 gatherings, large and small, held here during the month. During the week of April 20-25 alone, nine conventions were held. The largest of these gatherings was the joint convention of the American Hardware Manufacturers' Association and the Southern Hardware Jobbers' Association.

Among the conventions scheduled to be held here during May are the following: Motion Picture Theater Owners' Association of Texas, May 5-6; Mid-West Regional Convention American Institute of Architects, May 7-9; Retail Furniture Dealers of Texas, May 12-14; Texas Woman's Golf Association, May 12-17; Texas Division Veterans of Foreign Wars, May 15-16; United Confederate Veterans, Sons of Confederate Veterans, Southern Memorial Association and United Daughters of the Confederacy, all May 19-22; Midway Sacred Harp Singing Convention, May 23-24; Texas State Manufacturers' Association, May 25-26; Texas Division, National Association of Stationary Engineers, May 25-27; Texas Division G. A. R., May 26-27; National Oil Mill Superintendents' Association, May 27-29; Vacuum Oil Company Sales Convention, and American Institute of Architects, North Texas Chapters, both probably in May, but dates not set. On May 16 the circle tour of delegates to the Associated Ad Clubs Convention plan to be in Dallas, and on May 27, trains from Rochester and Columbus, enroute to the Shrine Convention at Los Angeles, will stop over, while the train from Duluth will stop over on May 28. Another train of this nature is that of 350 delegates to the National Greeters' Convention at San Diego. They will be entertained by the Dallas Greeters, on afternoon of June 5.

### A Big Convention Year

**T**HAT 1926 will be one of the greatest convention years in the history of Dallas is evidenced by 140 conventions already listed by the Convention Department of the Chamber of Commerce, and it may be reasonably expected that this number will approach 200 closely by the end of the year. Among some conventions for 1926 listed during the past month are: Texas Chiropractic Association,

October 10-11; Texas Eclectic Medical Association, October 14-15; Holstein-Friesian Breeders Club of Texas, October; Seventh Day Adventists, July 30-August 9, which will bring about 1,500 for their State encampment; Texas Division National Association of Stationary Engineers, May 25-27, mentioned above.

### When Does Your Convention Meet?

**E**VERY Dallasite belongs to some one or more business, professional, fraternal or religious organizations which hold district, State or national conventions annually. How about inviting the next convention to Dallas? Call the Chamber of Commerce and ask for the Convention Department, drop in and chat it over or send a letter. This co-operation will be highly appreciated.

Conventions help a city. The benefits are manifold, but one in particular was brought to the attention of Dallas people the past month when Clyde L. King, president of the Atlanta, Ga., Plow Company, stated that as a result of his visit to the American Hardware Manufacturers' Convention here, his company expects to build a \$1,000,000 farm implement factory in Dallas, to employ 250 people.

Another thing. If your convention, or sales gathering, has decided upon Dallas, kindly confer with the Convention Department of the Chamber of Commerce as to suitable dates. We have every convention and its date listed, and thus can help you to avoid conflicting with other conventions, with resultant hotel congestion, and discomfort to delegates.

### Confederate Veterans' Convention

**O**NE of the largest conventions to be held in Dallas, or Texas, for the past several years, is that of the United Confederate Veterans and three affiliated bodies, May 19-22. As

this is written the fund subscribed for entertainment has nearly reached \$40,000. Adequate and proper facilities and entertainment for this great host of the old Confederacy will entail the assistance of practically every citizen of Dallas, and the Chamber of Commerce earnestly requests such cooperation for the General Arrangement Committee in charge, of which Col. J. T. Trezevant is chairman. This is Dallas' last chance to entertain these veterans. Let's make this the most memorable reunion of their lives.

### Many 1926 Conventions

**T**HE Convention Department of the Chamber of Commerce is working closely with scores of organizations or interested groups in securing conventions. Since the first of the year the Department has done work on some 203 prospective conventions, either for 1926 or succeeding years. Among some of the 1926 conventions recently announced for Dallas are the following: Passenger, Ticket, and Freight Agents' Association of Texas; State Council of Jewish Women; North Texas Missionary Conference; Texas Chapter, International Federation of Catholic Alumnae; 2nd District State Federation of Women's Clubs; Texas' Butter, Egg and Poultry Association; Texas Jersey Cattle Club; Texas Cotton Ginners' Association; Texas and Louisiana Retail Jewelers' Association; Texas Hardware and Implement Dealers' Association; North Texas Association of Life Underwriters; North Texas Wholesale Grocers' Association; Texas Farm Bureau Federation; Texas Association of the Baking Industry; Texas Federation of Music Clubs, etc. In the case of many State or District, and several National conventions, which Dallas has invited, the decision as to the convention city still is in the hands of the respective executive committees.

### Convention Pamphlet Issued

**T**HE Chamber of Commerce has published, in large quantities, an elaborate convention folder, printed in two colors. Among other views of local convention facilities, are shown pictures of seventeen of the larger hotels, together with views of several auditoriums. The pamphlet is designed for distribution at conventions Dallas is seeking, although it is valuable also for inducing more tourist business for Dallas.



## New State Bogus Check Law Text Given

Following is the text of the bogus check law passed by the last Legislature, which received the strong support of the merchants, hotels and other business organizations of Dallas:

Article 1422. Certain Wrongful Acts Included.—Within the meaning of the term "swindling" are included the following wrongful acts:

1. The exchange of property upon the false pretense that the party is the owner or has the right to dispose of the property given in exchange.

2. The purchase of property upon the faith and credit of some other person upon the false pretense that such other has given the accused the right to use his name in making the acquisition.

3. The obtaining by false pretense the possession of any instrument of writing, certificate, field notes or other paper relating to lands, the property of another, with the intent that thereby the property owner shall be defeated of a valuable right in such lands.

4. The obtaining by any person of any money or other thing of value with intent to

defraud by the giving or drawing of any check, draft or order upon any bank, person, firm or corporation, with which or with whom, such person giving or drawing said check, draft or order, has not at the time of the giving or drawing said check, draft or order, or at the time when in the ordinary course of business such check, draft or order would be presented to the drawee for payment, sufficient funds to pay same, and no good reason to believe that such check, draft or order will be paid; provided, that if said check, draft or order is not paid on presentation the return of same shall be prima facie evidence of the fraudulent intent of said person drawing or giving said check; and provided further, that if such check, draft or order is not paid within fifteen days after the same is returned unpaid, it shall be prima facie evidence that no good reason existed for believing that said check, draft or order would be paid and it shall also be prima facie evidence of intent to defraud and knowledge of insufficient funds with the drawee.

5. The special enumeration of cases of swindling above set forth shall not be understood to exclude any case which by fair construction of language comes within the meaning of the preceding article.

6. This act shall be culminative of all other laws on this subject and should any Section or provision be declared unconstitutional such decision shall not affect any of the remaining provisions of this act.



New home of the Dallas Architectural Club on Pacific Avenue. This building was secured through the generosity of C. B. Gardner of the Praetorians. The second floor is occupied by the club and the first floor contains a motion picture theater. This is the first building on Pacific Avenue to be developed and was undertaken by the Architectural Club to show what can be done towards making Pacific Avenue one of the most beautiful thoroughfares in the country. The project was financed and built by the building fraternities, who donated all material and money used in its erection.

Officers of the Dallas Architectural Club are: Edward F. O'Brien, Jr., president; Chas. Kribs, first vice president; H. H. Hooker, second vice president; Walter Anderson, secretary; A. C. Baker, treasurer. Members of the Executive Committee are: M. O. Carder and H. A. Magnuson. Members of the Building Committee are: C. D. Hill, chairman; H. A. Overbeck, Frank Witchell, H. M. Green, J. H. Chambers, R. L. Wakefield, L. W. Hickey, Walter Williamson.

## Here's The Right Idea

H. E. Johnson, of the local law firm, Davis, Johnson & Carter, has adopted a plan which we hope will be generally followed. Here is his letter to the Chamber of Commerce:

"For some time it has been my practice to mail your magazine, 'Dallas,' to some friend in the North or East, after I have finished with it. Last week a man from New York dropped into my office and said he had had the pleasure of reading several copies of 'Dallas.' He had a letter of introduction from the man in New York to whom I had sent the magazine, and he said that reading the magazine was the main reason he had decided to visit Dallas. I took great pleasure in showing him over the city. This goes to show that the articles in the magazine are not only attractive, but convincing."

## Texas Cotton Crop Breaks All Records

Recent reports of the Bureau of the Census show that total ginnings in Texas for the last cotton season amounted to 4,952,000 equivalent 500-pound bales. This figure is 252,000 bales above the final preliminary estimate of the Department of Agriculture as of December 1, 1924, and is the highest ever recorded in Texas.

Four-million-bale years in Texas have been as follows:

1924	4,952,000
1912	4,880,000
1914	4,592,000
1920	4,345,000
1923	4,342,000
1911	4,256,000
1906	4,174,000

The cotton production of last season was about 37 per cent of the entire production of the United States. Estimated at 22½¢ a pound, the lint crop alone brought \$557,100,000 to Texas farmers.

—Texas Business.

## Dallas, a Baseball City

Smashing its own record, set a year ago, Dallas won the president's trophy last month, with the largest opening day attendance in the 1925 Texas League season. The Dallas attendance was 9,515, as compared with 8,784 last year. W. H. Hitzelberger, president of the Salesmanship Club, was chairman of the committee, named by the Presidents' Club, to secure a record attendance for the game.



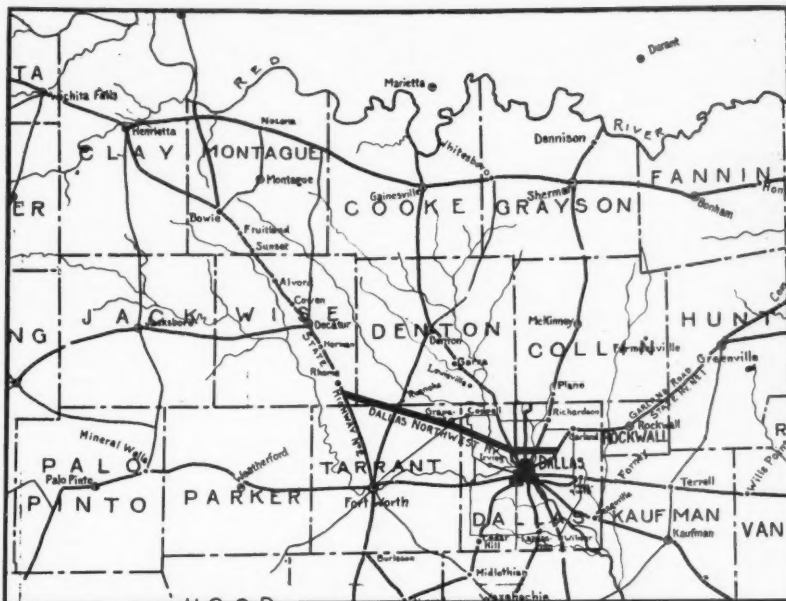
## Dallas-Northwestern Highway of Much Significance

A PROJECT of the utmost significance for Dallas, as well as the territory to be served, is the proposed Dallas-Northwestern Highway, to extend between the Bankhead Highway, at White Rock Lake, and the Meridian Highway, at Rhome, and furnish another and direct route into Northwest Texas. Plans for the proposed highway have been under way for several months, in charge of a Chamber of Commerce committee, consisting of Nathan Adams, chairman, W. D. Trotter, J. E. Cockrell, S. B. Perkins and Edward Titcher, working in close harmony with County Commissioner J. W. Slaughter. The plan has been endorsed by the Chamber of Commerce 25-Year Program Committee and the Dallas Technical Club. It also has received the endorsement of large groups of representative citizens of the towns of Rhome, Roanoke, Grapevine, Decatur, and other towns to be affected.

The forty-mile route has been inspected by a party of Dallas business men, headed by President T. M. Cullum of the Chamber of Commerce. The entire Dallas County portion of the highway has been obtained and large portions of the right-of-way through Tarrant, Denton and Wise Counties, also have been donated. An old railroad grade, abandoned in 1900, is to be used for a large portion of the distance. Not only will the new highway afford a shorter route into Northwest Texas, but it connects with a pike to Fort Worth at Grapevine, and thus would afford another paved highway between Dallas and Ft. Worth, considerably relieving congestion of traffic. The highway would benefit the entire State by helping "through traffic," east and west, making it possible for through traffic to bypass both Dallas and Fort Worth, if it so desires, and at the same time offering easy access to both cities.

A formal request to the State Highway Commission to have the route designated as a State highway was presented last month by a joint committee from Dallas and other towns affected. A careful hearing was given and the matter referred to the Chairman and the State Highway Engineer for further investigation, before a final decision is made.

The following cities and towns, in presenting the request, had representatives at Austin as follows: Dallas, T. M. Cullum, J. W. Slaughter, J. H. Jenkins, J. H. Connell, W. Hatcher Thomas and Charles Saville; Grapevine, D. E. Box; Decatur, J. J. McMurray and J. A. Simmons; Rhome, L. W. Renshaw and G. A. Woody; Roanoke, C. A. Cowan; Wichita Falls, F. L. Haskett and B. D. Sartin.



MAP OF THE PROPOSED DALLAS-NORTHWESTERN HIGHWAY.

## Dallas, Commercial Capital of the Southwestern Empire

**D**ALLAS, with a wholesale business of three-quarters of a billion dollars, a retail business of more than a quarter billion, and a factory production of \$145,000,000 a year, is not only the undisputed commercial center of the Southwest, but also its financial capital, and a leader in various other lines. The following statistics on the four leading Texas cities were compiled from reliable sources, and will be of interest not only to the citizens of Dallas but also to those firms planning on the expansion of their business in the Southwest.

	Dallas	Houston	San Antonio	Fort Worth	Dallas Ranks
1. Area, square miles .....	26.08	40	36	39.82	4
2. Population, 1920 .....	158,976	138,276	161,379	106,482	2
3. Building Permits, 1924 .....	\$ 26,542,224	\$ 17,215,169	\$ 9,612,886	\$ 11,408,208	1
4. Postal Receipts .....	3,105,328	1,540,311	1,055,301	1,212,291	1
5. Assessed Valuation, 1924 .....	209,810,675	205,256,660	187,957,140	148,865,082	1
6. Actual Values, 1924 .....	451,898,625	342,094,433	250,609,520	297,730,164	1
7. Number of Banks .....	16	18	14	8	1
8. Capitalization .....	15,300,000	9,975,000	5,900,000	4,150,000	1
9. Bank Clearings, 1924 .....	2,208,734,872	1,578,359,500	423,374,419	623,989,586	1
10. Bank Debts, 1924 .....	2,178,745,000	1,509,352,000	414,095,000	861,661,000	1
11. Bank Resources (December 31, 1924) .....	174,165,194	158,969,369	77,525,120	88,909,235	1
12. Bank Deposits (December 31, 1924) .....	147,991,873	133,113,832	63,621,656	78,237,544	1
13. Number of Listed Concerns (January 1, 1925) .....	5,186	3,571	3,645	2,522	1
14. Telephone Connections (December 31, 1924) .....	53,706	42,955	32,759	27,353	1
15. Light Meters (December 31, 1924) .....	49,823	49,677	39,327 (est.)	28,000	1
16. Gas Meters (December 31, 1924) .....	51,166	27,926	27,863	26,213	1
17. Water Meters (December 31, 1924) .....	46,510	25,595	36,450	23,276	1

Sources: 2—Federal Census. 3—Dallas and Fort Worth, building inspector's figures; Houston and San Antonio, S. W. Straus & Co. Building Survey. 4—Post Office, Dallas. 5 and 6—League of Texas Municipalities, Austin. 7, 8 and 9—Clearing House Association. 10 and 11—Federal Reserve Bank figures. 12—Clearing House Associations. 13—Bradstreet's. 14—Southwestern Bell Telephone Co. 15—Light companies in Dallas, Houston and San Antonio; Ft. Worth, estimated—no figures available. 16—Gas companies. 17—Municipal water departments.

# More Power for Dynamic Dallas

By Rodney Horner



HE Dallas Electric Light Company was the first company to erect and operate an electric power plant in the city of Dallas for the commercial distribution of electricity. This plant was built during the early part of 1883. The equipment consisted of four 10-arc-light Weston dynamos, and the entire plant represented a total investment of approximately \$6,000. Through succeeding years a great many difficulties were met and overcome, due to the newness of the industry, but rapid strides were made in the design and development of equipment, and the methods of distribution, and the company enjoyed a continued growth.

## Splendid Growth

The Dallas Power & Light Company started operations on October 1, 1917, succeeding the Dallas Electric Light & Power Company, and has enjoyed a splendid growth, requiring the investment of large sums of money in additions and improvements to keep pace with the rapid growth of the city. At this time, the power plant has a total generating capacity of 36,000 kilowatts (48,000 horsepower), and the total property value represents an investment of over \$12,500,000. During the past five years, the population of Dallas has increased from 190,000 to approximately 210,000, and the customers of the company have increased in number from 31,200 to over 50,000.

Ever striving to provide continuous and reliable service to customers at a reasonable cost, connection was made during the year 1918 to the high voltage transmission lines of the Texas Power & Light Company, whereby it is possible to secure an exchange of service.

The smokestack of the power plant is 350 feet tall, and can be seen from almost any point in Dallas. This is needed to remove the smoke and flue gases from the boilers, and even when no smoke can be seen there are about 6,000,000 pounds of flue gas passing out the stack every day, resulting from the burning of 1,250 barrels, or 400,000 pounds of fuel oil, which is the normal consumption per day. In building this immense stack there were required 3,500 tons of concrete and 100 tons of steel, and seventy railroad cars were required to transport this material. It is interesting to know that an opening in the base of the stack is provided, large enough to allow a standard railroad car to pass through. If coal is burned as fuel at any time, standard cars can be used to remove the ashes from the basement of the boiler room.

## Fuel Supply

A fuel oil service tank of 2,500 barrels capacity is situated adjacent to the power plant. The oil tank is four feet lower than the burners in

the boilers, which prevents oil flowing to the furnaces by gravity. Pumps in the boiler room draw the oil from the tank and force it to the burners. This tank, which holds two days' supply of oil, and two suction lines, are provided with steam heating coils for warming thick and heavy oil, so that it can be handled by the pumps. It can be filled direct from tank cars, or by pipe line direct from the refineries, or from the company tank farm at West Dallas, where three 55,000 barrel tanks are installed.

The spray pond, also adjacent to the power plant, is used to cool water, which is in turn used to cool steam in the main condenser. This spray pond has an area of 210,000 square feet and a storage capacity of about 5,500,000 gallons. There are 2,100 nozzles, which will spray 78,000 gallons per minute, or 112,000,000 gallons per day. Due to the fine spray produced, the water tends to drift, and a high wind will cause a loss of as many as 400,000 gallons of water in one day. Two deep artesian wells are kept pumping continuously to replace this loss. As a result of evaporation, the water in the spray pond becomes concentrated with mineral salts and is not fit to be used in the boilers, or for any other purpose than to cool the condenser.

## Boiler Room

In the new boiler room are four water tube boilers, each with a heating surface of 17,000 square feet. Each boiler holds about 85,000 pounds, or 243 barrels, of water, and normally a little more than that amount of water is converted into steam every hour. The boilers are operated with a steam pressure of 350 pounds per square inch, and at this pressure the temperature of the water and steam is 436 degrees Fahrenheit. Steam passes from the boiler through a superheater, where it is heated to a temperature of 650 degrees Fahrenheit. From the superheater the steam passes through large pipes to the steam header, and thence to the large steam turbines. The fire box below the boiler is lined with the highest grade of fire brick and would make a good-sized living room, being 14 feet from front to back, 21 feet from side to side, and averaging 18 feet high. It is roofed with the boiler tubes themselves. The walls are so built that the air which enters with the fuel for combustion is drawn through ducts in the wall, and thus keeps the outside of the furnace walls so cool that the hand can be held against them without discomfort.

When oil is burned it is pumped direct from the fuel oil service tank just outside, through heaters, to the burners. Its temperature is raised to 175 degrees Fahrenheit and its pressure to 200 pounds per square inch. The burner is a simple arrangement that projects into the furnace, and

through a fine hole in it the oil is forced, very much like a spray of water through the ordinary garden hose. The air coming through ducts in the furnace wall is admitted around the burner, thus obtaining efficient combustion of fuel.

When gas is burned, the gas burner fits in the same receptacle and works in the same way. Gas is admitted at 5 to 15 pounds per square inch pressure, and the combustion is so excellent that practically no flame is produced. The gas burner used has been developed by the power plant technical staff of the company.

Every time the load on the turbine changes it is necessary to change the amount of fuel and air supplied to the boilers. Meters and control devices are so centralized that it is not necessary for the fireman to leave the space between the four boilers to make any normal adjustment of his fires.

The old boilers have their own system of feed pumps, fuel oil pumps, and other auxiliaries, and are not as efficient as the new boilers.

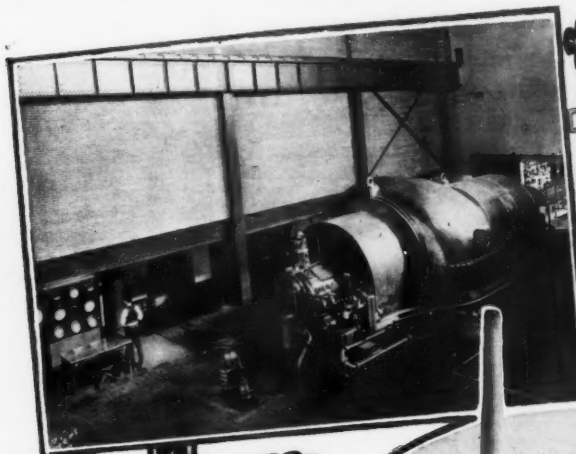
"The Heart of the Plant" is the new 20,000 kilowatt turbo-generator. It is here, and in two other smaller turbines with a total additional generating capacity of 12,500 kilowatts, that steam is converted into electrical energy. Two other vertical turbines of only 1,500 kilowatts each are being removed and another 20,000 kilowatt extension to the power plant will be made in the space they have occupied. The 20,000 kilowatt turbo-generator now operating consists of fourteen steel discs, mounted on a shaft which also carries the rotating element of the electric generator. Each of these discs has blades, affixed to its rim, so arranged that steam is forced against these blades and makes the disc and shaft revolve in very much the same manner as a windmill. There are 6,900 of these blades, ranging in length from 1 inch to 20 inches. The machine revolves at the rate of 1,800 revolutions per minute, and at this speed the tips of the blades are revolving at a speed of 11 miles per minute. One could travel from New York to San Francisco in four hours at this rate.

## Control Room

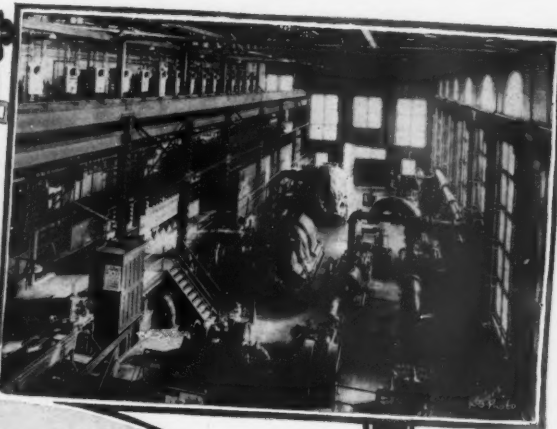
In the control room are located the necessary instruments for indicating load conditions on the various generators, plant motors, feeders and transformers, together with the automatic equipment for their protection in event of overload, ground, or fire. The load on the main 20,000 kilowatt turbine is changed from this room by remote control.

It is here that by the mere touch of a button the electrical energy generated by the turbines, representing, at present, 36,000 kilowatts, or 48,000 horsepower, is placed upon the

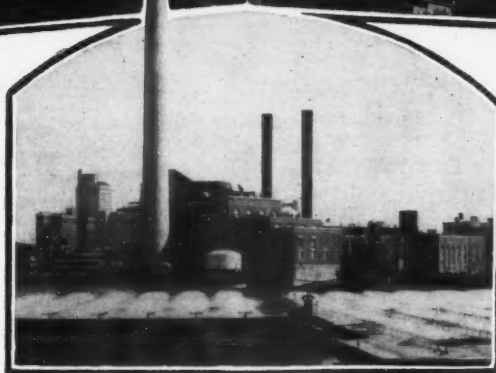
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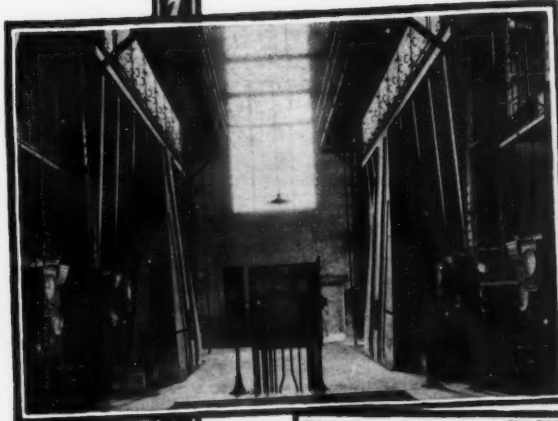
New 20,000 Kilowatt  
turbo Generator



Two Older Turbines  
Generating Capacity  
12,500 Kilowatts



Power Plant and Spray Pound -  
The Dallas Sky-line in the background



New  
Boiler Room



New Central  
Control Room



Outside Switching Structure



# Uncle Jake Enjoys Good Will Tour

**T**HEY ain't no use in talkin' these trade trip bizniss is th' Pullman's hot water whin it cums from th' Dalliss Chamber O' Commerce. I jist got back off o' my first trip with 'em through East an' South Taxis an' I am now a full fledged G. A., S. O. S. an' B. V. D.

Th' worst part o' th' hole thing wus gittin' over it. Four days afterwards I wus still staggerin' through my hall at home with a umbrellie in one hand an' sum pinnits an' balloons in th' other.

An' th' enthusiasm wus imbedded so strong I maid love even t' th' ole woman, thinkin' I wus at Sherman or Atlanta.

Mebbe th' Spring toor wus tuff on peerraders but we shore covered a lot o' territorie. Th' first nite wus spoiled by rain at Clarksville but they throwed a dance in a hotel dinin' room an' a good time wus enjoyed by all.

Th' next nite sum bankers took a gang o' us out t' a fish fry an' Zeke Hayes, J. E. Jenkins, Frank Blankenship an' Ray Nesbitt had a chance t' maik a speech. It also wus th' nite o' th' G. A. bizniss an' I aint cared much fer imported cheeze since.

Port Arthur wus a nice place t' stop at nite. It wus so cool there an' th' streets is so wide. It wus here that Clarence Norsworthy joined us an' th' finance committe dune it's first wurk.

Th' event at Galveston will long be remembered by miny o' th' trade trippers. Sum wint in washin' Sunday mornin' an' we had a dinner gived us by the Chamber O' Commerce down there an' George Sealy an' Bayliss Harris, who is mayir, turned th' beach an' everything over t' us. It wus here that M. M. Mayfield maid his famous address o' four wurdz "My gosh, I've arrived."

Th' Palestine boys, headed by Tucker Royall an' Hyman Pearlstone, certainly showed th' Dalliss party a fine

By **UNCLE JAKE**

(Famous Baseball and Good Will Tour Expert of The Dallas News and Journal)



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time. We had sum speech makin' an' then a dance—an' sich partners they had there fer us t' dance with. If they ever is innny other trade trips goin' out that way I hope I'm on th' train.

T' Gus Johnston an' Fred McJunkin goes much o' th' credit fer makin' th' trip th' big success it wus. Gus dune th' wurk an' Fred kept 'em smilin'. George Bird run th' peerrades like he had wurked fer Barnum in his younger days an' outside o' th' trouble he had keepin' Johnnie Morris in step everything wint off jst as advertised.

Charlie Saville got 'round more then innnybody. He had a glad hand fer every merchant an' good lookin' girl at every town. An' if I cud maik a speech like Gus Thommasson I wud maik a dirty face at Bill Bryan th' next time I seen him.

After Harry Merithew an' Harry Hill learned how t' sleep in a pullman berth th' trip got 'long much better. Walter Williams sez he'll give 'em lessuns free fer nuthin' 'fore th' next trip cums off.

O' 'course in a trip like this toor ya can't exactlie pick yer crowd an'

they wus several boys carryin' matches. Stuart Davis, Bill Stratton, Bill Morris an' Homer Puckitt staid up one nite until 9:15. Hugh Schoellkopf an' D. L. Whittle pleaded fer them t' g' t' bed but no use. It wus th' only scandal on th' trip an' if they can't go t' bed at a decent hour, say 7:30 o'clock, why I say don't taik 'em 'long th' next time.

It wus a sad nite whin Johnnie Haven quit us an' wint back home. It seemed sumbuddie had a note cum-in' due an' John wanted t' be there t' see what excuse he had. He took one' o' Durrill Padgitt's bags full o' toys home with him.

An' on th' advice o' E. P. Angus, Jenkins quit us fer two days an' cum back whin we got t' Galveston. He wint home t' git a speech he had rote an' fergot t' bring with him. He's savin' it fer the next trip.

Th' Deere plow peepul wud o' bin proud o' W. T. Davis an' I think th' telephone boys oughter give P. K. Baker a raise in salary if he aint gittin' more then \$50,000 a yeer now. I'm passin this on t' F. M. Hoag, that's a fine ole boy.

After George Boedeker had passed th' eskimo pies Mose Meyer cum through with sum seegars—gosh, that boy walked five thousand miles with a box o' seegars on that trip. Metzler's oughter furnish him with a pare o' skates.

I never did git over shivverin' every time I seen B. A. Evans o' th' casket company an' Louis Sparkmann, th' undertaker, standin' t'gether. Somehow or other I cudn't help but think mebbe they wus fraimin' up sumthin'.

All in all it wus really a fine toor. Th' fellers spread a lot o' good will an' if merchants can't sell in East Taxis this summer it's not 'cause a little good will won't help.

What we wanta do now is git reddie fer th' next one.





## Texas Chamber Executives To Meet in Marlin

WHAT is expected to be the largest and most interesting convention in the history of the Texas Commercial Executives' Association will be held at Marlin May 28-30. J. E. T. Peters, of Denison, is president and John Boswell, of Dallas, is secretary of the Association. On the first day of the convention, following the president's address, these addresses will be given:

Thursday—"Texas Ports and Their Relation to Texas Communities," H. H. Haines, Houston; "Securing New Industries," O. V. Vernon, Amarillo; "Textile Mills in Texas," Roscoe Ady, Fort Worth; "Chamber of Commerce Service to Retail Merchants," Carl S. Guin, Dalhart.

Friday—"Chamber of Commerce Assistance in Crop Marketing," W. W. Evans, Sulphur Springs; "How the Chamber of Commerce May Stimulate Improved Farming," G. E. Adams,

Longview; "Chamber of Commerce Relations with A. & M. Extension Service," T. J. Burdette, Hillsboro; "County Affairs," Emery Donovan, Gonzales; "County Exhibits at District and State Fairs," Maury Hopkins, Plainview. Friday afternoon, Small Town Group—"Office Management and Daily Routine," Mrs. Daisy E. Burton, Quanah; "Self Improvement of Secretaries," Louis H. Scholl, New Braunfels; "Preparation of Publicity Matter for Press," Paul T. Vickers, Midland; "Extension of Trade Territory," J. F. Castellow, Ennis; "Protecting the Public from Fakes and Undeserving Solicitors," V. E. Conway, Commerce. Friday afternoon, Large Town Group—"City Planning," Hubert M. Harrison, Wichita Falls; "What Texas Should Advertise to the Nation, And How to Do It," C. B. Yandell, San Antonio; "The Foreign Corporation Permit Law," Albert Reed, Dallas; "Texas' Trade Relations With Mexico," Fred W. Mally, Laredo; "Benefits From Consolidated Organizations and Best Methods to Secure Consolidations," W. N. Minor, Waco. Saturday—"Ethics and Relations of Secretaries," Walter E. Long, Austin; "Tax Support for Commercial Organizations," J. A. McCurdy, Sweetwater; Question Box, conducted by Joseph F. Leopold, Mgr., Southern Central Division U. S. Chamber of Commerce, Dallas.

## Rains Add Millions to Texas Crops

Rain in Texas, where the new dollars are made, is of greater significance than in sections where they just roll them around, it was stated in the April issue of Holland's Southwestern Report, under the caption: "When it is cloudy in Texas the sun shines in Wall Street." So important is Texas to the Nation that the markets of the Nation fluctuate largely in accord with crop conditions here.

Splendid rains that have fallen over Texas the past month will be of almost incalculable value to crops.

The Mosher Steel & Machinery Company celebrated their fortieth birthday last month.

# Big Gains Made In April Business



PLENDID gains are shown in all reports which are considered as barometers of business conditions. Building permits, which for the first three months of this year were slightly behind the record of 1924, forged ahead during April, when a total of \$3,343,282 worth of permits were issued. This is the best building month on record during the past year and a half. Increases were: Real Estate Transfers, \$4,115,253; Bank Clearings, \$144,759,493; Debits to Individual Accounts, \$163,327,000; Postal Receipts, \$68,313.60; Building Permits, \$342,733. Since December 31, 1924, the following gains have been made in public utility connections: Water Meters, 1,700; Gas Meters, 1,198; Electric Light Meters, 1,338; Telephone Connections, 2,019.

REAL ESTATE TRANSFERS, DALLAS COUNTY			BANK CLEARINGS		DEBITS TO INDIVIDUAL ACCTS.	
	1924	1925	1924	1925	1924	1925
January	\$ 5,966,606	\$ 7,132,127	\$ 175,728,270	\$221,291,763	\$ 203,546,000	\$263,899,000
February	5,826,384	6,520,472	166,206,564	204,232,270	168,471,000	203,672,000
March	6,297,201	7,447,307	174,544,239	216,108,449	165,481,000	219,568,000
April	5,981,020	7,086,458	160,022,097	179,608,181	163,104,000	x176,790,000
Sub-Totals	\$24,071,111	28,186,364	676,481,170	821,240,663	700,602,000	863,929,000
May	6,649,805		151,836,313		156,441,000	
June	5,936,195		147,763,351		145,519,000	
July	6,137,307		147,647,935		147,278,000	
August	4,862,863		149,976,148		145,100,000	
September	5,709,326		218,421,658		190,790,000	
October	6,072,952		268,289,401		236,115,000	
November	4,833,171		218,684,948		208,127,000	
December	6,206,582		229,634,948		248,773,000	
Totals	\$70,479,312		2,208,734,872		2,178,745,000	
POSTAL RECEIPTS			BUILDING PERMITS		WATER CONNECTIONS	
	1924	1925	1924	1925	1924	1925
January	\$ 253,268.58	\$235,183.15	\$ 2,996,770	\$2,908,070	42,803	46,823
February	266,450.79	272,484.56	2,179,694	2,147,552	43,096	47,175
March	264,827.25	281,863.02	2,712,158	2,069,841	43,412	47,675
April	249,843.40	263,172.89	2,221,390	3,343,232	43,765	48,210
Sub-Totals	\$1,034,390.02	\$1,102,703.62	10,110,012	10,452,745		
May	229,122.02		2,726,780		44,171	
June	236,959.56		1,882,666		44,520	
July	206,208.24		2,230,311		44,807	
August	224,249.26		2,358,862		45,183	
September	266,754.03		2,476,733		45,542	
October	295,348.09		2,769,282		45,881	
November	277,622.82		1,047,468		46,220	
December	334,674.13		940,110		46,510	
Totals	\$3,105,328.17		26,542,224			
			4,108,340			
Greater Dallas			\$30,650,564			
GAS METERS			ELECTRIC LIGHT CONNECTIONS		TELEPHONE CONNECTIONS	
	1924	1925	1924	1925	1924	1925
January	46,383	51,380	45,261	50,007	48,974	54,190
February	46,678	51,847	45,516	50,400	49,313	54,756
March	46,960	52,107	45,826	50,748	49,768	55,196
April	47,207	52,364	46,162	51,161	50,405	55,725
May	47,498		46,462		50,724	
June	47,847		46,695		50,834	
July	48,217		47,084		50,926	
August	48,508		47,449		51,128	
September	48,976		48,199		51,793	
October	49,625		48,882		52,691	
November	50,401		49,454		53,307	
December	51,166		49,823		53,706	

(x) Figures do not include April 30th. Will be corrected in next issue.

We are indebted for the statistics shown on this page to: Dallas Clearing House Assn.; Federal Reserve Bank; Commercial Record; Post Office; Building Inspector; Dallas Power & Light Co.; Water Department; Dallas Gas Co.; Dallas Telephone Co.



CHAMBER OF COMMERCE HOME  
"Powerhouse of the Famous Dallas Spirit"

## Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR  
M. L. BOHAN, ADV. MGR.

Vol. 4 May, 1925 No. 5

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Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

Member Chamber of Commerce of the United States

## Sparks from the C. of C. Dynamo

**Changes in C. of C. Circles—**Charles Saville has resigned as General Manager of the Chamber of Commerce, effective the end of this year. He has been connected with the Chamber of Commerce for the past seven years, entering its service first as Industrial Director, and after a year becoming Secretary and later General Manager of the organization.

Another change, effective the first of this month, was the return of M. J. Norrell as Manager of the Wholesale Merchants and Manufacturers' Departments of the Chamber, following the resignation of Glen D. Davis, who left to become associated with his father, A. L. Davis, in the insurance business.

**Dyer to Speak Here May 25—**Chamber of Commerce members will have the opportunity to hear Dr. Gus W. Dyer, head of the Department of Social Science of Vanderbilt University, on May 25, the exact time and place of the address to be announced later. Dr. Dyer has a year's leave of absence from the school to lecture under the auspices of the United States Chamber of Commerce on sociological and industrial problems. He will be here as a speaker on the program of the convention of the State Manufacturers' Association. George Waverley Briggs, J. Perry Burrus and other Dallas men who heard Dr. Dyer speak before the Memphis district meeting of the U. S. Chamber last year say he has complete mastery of his subject and is moreover a pleasing and forceful speaker.

**Dallas Goes to Mineral Wells—**Several hundred Dallas people, accompanied by musical organizations, attended the annual convention of the West Texas Chamber of Commerce at

Mineral Wells May 4-6, Dallas having one of the largest delegations at the convention. A. P. Johnston was chairman of this tour, as well as the recent Good Will Tour of the Chamber in East Texas, which in itself assured the success of the party. The date of the issuance of this magazine prevents covering the news features of the convention of the second largest Chamber of Commerce organization in the world.

**Ad Club Visitors to be Here—**Dallas will have the privilege of entertaining a large delegation of delegates to the convention of the Associated Ad Clubs of the World upon their return trip from the Houston gathering. They will be in Dallas the morning of Saturday, May 16, leaving early in the afternoon. The Chamber of Commerce will join with the Dallas Advertising League in their entertainment and will request assistance from various business firms in making the stay of the distinguished visitors as pleasant and impressive as possible.

**Kessler Plan Moves To C. of C.—**The Kessler Plan Association of Dallas, in order to secure larger quarters, has moved to the fourth floor of the Chamber of Commerce Building. Charles L. Sanger is president and J. E. Surratt is executive secretary.

**Jolley Attends Conference—**A. B. Jolley, manager of the Agricultural Department of the Dallas Chamber of Commerce, attended the conference held last month at Kansas City at the call of the United States Chamber of Commerce to consider plans for closer co-operation between Chambers of Commerce and agricultural interests, with a view of solving many agricultural problems.



NEW HOME OF THE UNITED STATES CHAMBER OF COMMERCE.

This beautiful building is located in the heart of Washington, across Lafayette Square from the White House. The building and site cost \$2,500,000, this amount being prorated among the States, cities and towns of the United States. It has an auditorium accommodating 850 persons; library, conference, committee and reception rooms for the use of members. The second, third and fourth floors are occupied by the National Chamber. Headquarters for the Southern Central Division are in the Chamber of Commerce Building at Dallas. Joseph F. Leopold is district manager.

**Dallas Speakers in Demand**—Quite a number of nearby cities and towns have arranged through the Dallas Chamber of Commerce the past month for local speakers to address gatherings. John W. Philp spoke before the Kiwanis Club, at Denton, on the intercity relations of Denton and Dallas. Robert Stern, credit manager of A. Harris & Co., made the feature address before the annual meeting of the Waco Retail Merchants' Association, his subject being "Credits." John Boswell, manager of the Southwest Development Bureau of the Dallas Chamber, spoke before the Chamber of Commerce at Wylie. M. J. Norrell, now manager of the Wholesale Merchants and Manufacturers' Departments of the Chamber, and until recently vice-president of the Mercantile Bank & Trust Co., spoke during the month before both the Lions' Club, at Terrell, and before a gathering at Lancaster, his subject being "Good Citizenship." Mr. Boswell attended the East Texas band contest, held last month at Corsicana, under the auspices of the State Band Teachers' Association.

**Delegates to Washington Meet**—The thirteenth annual meeting of the United States Chamber of Commerce will be held in Washington, May 20-22, and several delegates have been named by the Dallas Chamber of Commerce. Those so far named are J. C. Duke, Louis Lipsitz, George Waverley Briggs, George Watson, J. Perry Burrus, and Charles Saville.

**Love Field Government Air Port**—Love Field became a Government air port last month with the arrival of Lieut. William C. Morriss and five Government planes to be stationed at Love Field. Lieut. Morriss will have his headquarters in the Liggett Building. He will have charge of training members of the reserve officers' flying corps in actual flying, among his other duties. An army air service meteorological station may be established at Love Field, having been recommended to the Government by Lieut. Morriss. The Dallas Flying Club, B. B. Owens, president, was largely responsible for the establishment of the airway office here. It is believed this action will greatly strengthen Dallas' position in its efforts to be one of the official air mail routes, whenever the Government decides to inaugurate such permanent service. Congressman Hutton W. Sumners is giving the closest co-operation to the local Post Office, the Dallas Flying Club, and the Chamber of Commerce, in their efforts in this direction. The Chamber of Commerce has named a special committee from its directors, consisting of Arthur L. Kramer, C. E. Calder and Judge W. M. Holland, to study the situation of the local landing field and its relation to air mail and commercial aviation and to work closely with the City and County officials to advance Dallas' position as a flying center.

**Want to Know About Dallas**—One day last month, the Publicity Department kept check on the number of inquiries it handled and found that 52 letters arrived from 18 States and

three from Europe. In addition to these inquiries about Dallas and its business concerns, about 200 telephone calls were answered, with inquiries ranging from the dates of the State Fair to what is the address of the Iowa State Teachers' Association. The Department sent articles and pictures of Dallas to three out-of-town publications during the day.

### Moral: Buy Dallas Property

An increase of 10,000 per cent in 58 years in the value of a tract of 330 acres, five miles south of Dallas, was

represented last month in the sale of a tract of the land for \$100,000, by Daniel Titterington, son of Dr. J. B. Titterington, who purchased the property for \$1,000 fifty-eight years ago.

### Bank Figures Increase

The fifteen National and State banks of Dallas on the call of April 6, showed total resources of \$170,-827,637 and deposits of \$144,481,701. This was an increase in resources over the corresponding call a year ago of \$23,128,616 and in deposits of \$21,742,303.



## As Values Change

Will your insurance meet the emergency of fire?

☞ "Actual cash value" at the time of the fire is the only basis upon which you can effect settlement with an insurance company. ☞ Could you tomorrow offer up-to-date proof of "the actual cash value" of your property? ☞ Not more than one business out of three could do this. ☞ The other two have never had a competent appraisal of their property for insurance purposes, or if they have had an appraisal, it is not up-to-date. ☞ The "actual cash value" at the time of the fire changes with, and as rapidly as, prices of machinery, raw materials and labor. ☞ Every business using continuous American Appraisal Service can prove this value irrespective of price changes. ☞ It can do it even if its own records are completely destroyed. ☞ In so important a matter, why use less than the best?

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# Dallas, One of the Leading Agricultural

By A. B. Jolley

(County Agent and Manager of the Agricultural Department of the Dallas Chamber of Commerce.)

**D**ALLAS County, one of the leading agricultural counties of the State, is outstanding not only for its volume, but also for its diversity of production. The soil formations are of such a nature that practically every crop grown in Texas can be grown in this County, including some of the best type of Magnolia figs that are grown in South Texas, as well as a hard winter wheat that is grown as far north as Iowa, Kansas and Nebraska.

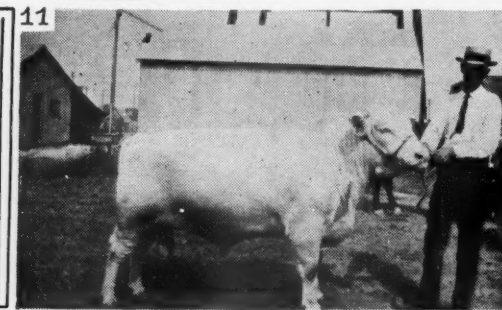
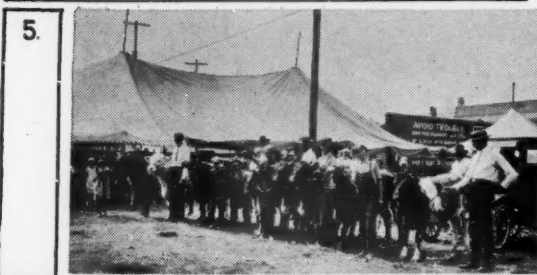
About three fourths of the land of Dallas County is known as "black waxy," most of which is underlaid by joint clay. This type of land is geologically known as "Houston Clay." The other one fourth, lying principally up and down the Trinity River, is sandy loam. This section of the county is used for fruits and vegetables, and it is from this section that a large per cent of the vegetables are furnished to the Dallas and Ft. Worth markets.

The truck industry in and about the city of Dallas is fast developing into an important agricultural livelihood. Some truck is grown the year around. The berry industry is growing rapidly and it is very seldom that our Dallas County farmers ever produce less than one half crop of blackberries or dewberries. Several thousand acres are annually being placed in berry cultivation.

Peaches and plums are produced on nearly every farmstead in the county, however the bulk of the crop comes from the sandy sections. The steady increase in fruit growing has been the result of improved practices in horticulture taught the growers of this county by the Agricultural Department of the Chamber of Commerce, including intelligent selection of seed stock, proper cultural methods and pruning and spraying. The excellent market afforded by Dallas has likewise been an important factor in the development of the horticultural industry. Annually hundreds of acres of Dallas County land are being prepared for fruit. Recently a farmer of this county has propagated a commercial peach particularly adapted to the black lands. The growers experience little or no difficulty in marketing their berries and fruits.

## Buy Direct From Farms

**M**ANY of the people from the city drive out as far as twenty miles and buy from the farmers at their homes. Thousands of crates are brought into the city and sold on the open market. Growers are allowed to sell on this market from 4 p. m. until 9 a. m. Not only do farmers sell berries and fruits on the open market, but many hampers of vege-

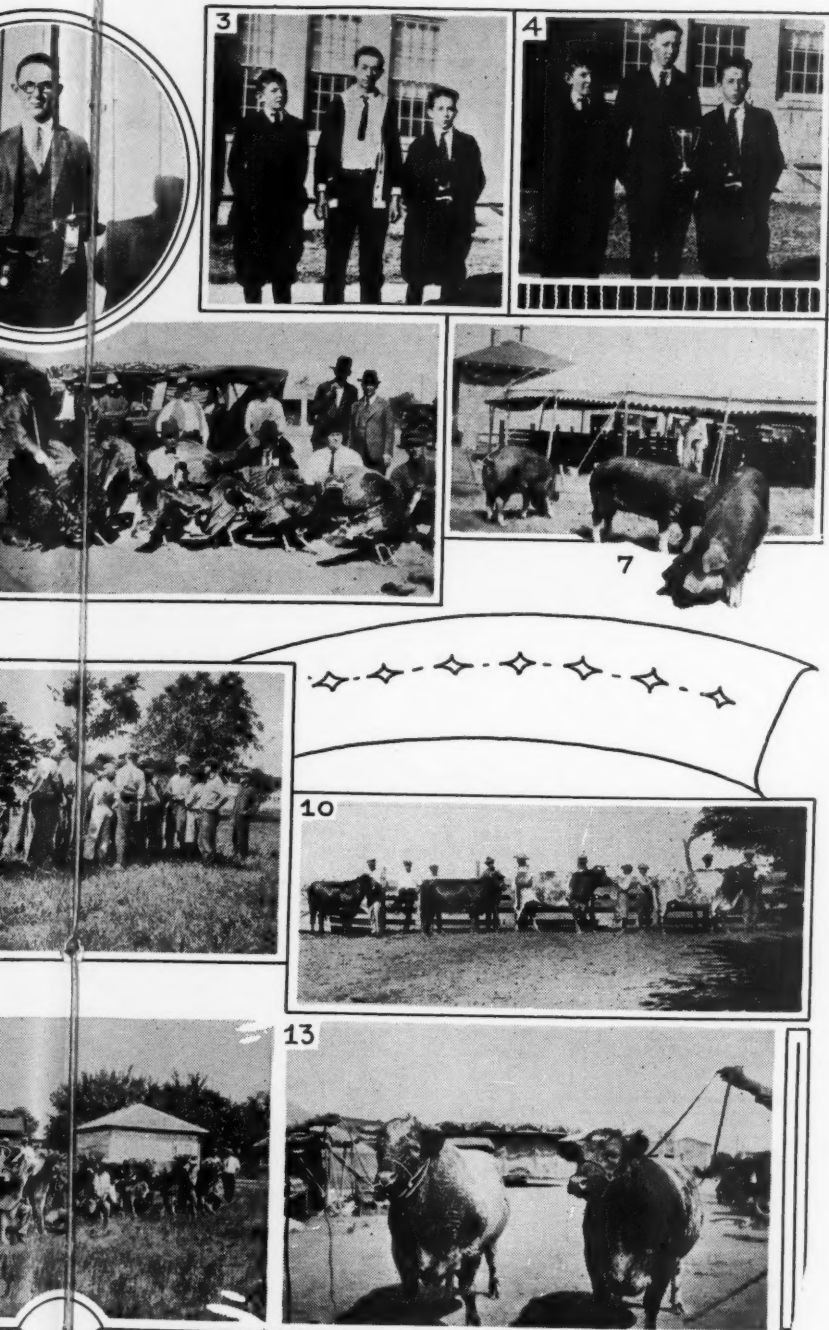


The views shown above were carried in the March 14, 1925, issue of the Progressive Farmer with a view to showing in the highest terms the work of the Agricultural Department of the Chamber of Commerce, working in the respective communities in the cause of better agriculture.

1—Dallas County Club boys selecting seed corn. 2—Rupert Cole, of the Lancaster Club, Boy State Poultry, Grain and Livestock Judging Contest at Arlington. 4—Dallas County boy champions. 5—Class of Shropshire Sires, Carrollton Fair, 1924. 7—Champion Sows, Carrollton Fair, 1924. 8—Championship class of Shropshire Sires, Carrollton Fair, 1924. 10—County Club boys judging livestock on J. M. Campbell's farms. 11—Grand Champion Bull of Dr. Cox Bros., Carrollton Fair, 1924. 13—Grand Champion Shorthorn Bull and Cow of Cox Bros., Carrollton Fair, 1924.



# Agricultural and Live Stock Counties of Texas



Farmer with an article, "What One Agricultural County Is Doing," by G. H. Alford. The article praised the county for working in co-operation with the A. & M. College Extension Service, the County Commissioners, and

Club, Boy State Champion in Corn Judging Contest. 3—Dallas County Club boy winners in District Judging Contest. 4—Dallas County Club boy winners in District Judging Contest. 5—Class in Shorthorn Cattle, Garland Fair, 1924. 6—Class of fine Bronze Turkey Toms, Carroll County Fair, 1924. 7—Pecan Budding Demonstration, Florence Hill, Dallas County. 8—Class of Jersey Cows, Mesquite Fair, 1924. 9—Excellent class of Jersey Cows, Richardson County Fair, 1924.

tables are sold in similar manner. Some men who have been producing vegetables longer and are better acquainted with the art of scientific production and distribution, bring their products into the city and sell to the local merchants and the produce dealers. The majority of produce dealers are found on Pearl Street. This market is known as a curb market.

The demands of the housewives of the City of Dallas for fresh vegetables, fruit and berries, home grown, has stimulated this industry gradually, but the present production does not meet the consumption demands. Many thousands of acres should be brought into the production to meet the demand for fresh vegetables, fruit and berries. The vegetable market is only fairly well supplied by home production, while the home grown berries are insignificant in comparison with the demand.

The majority of farmers in Dallas County producing vegetables, fruit and berries, are well paid for their efforts, and the industry is becoming more remunerative every year, just in proportion as its producers appreciate the demand of the local market, and produce to meet this demand, which includes early and late production of such articles as tomatoes, cantaloupes, roasting ears, lettuce and other green foods.

The sandy sections of this county are well adapted to the production of sweet potatoes and peanuts. Porto Rico and Nancy Hall are the leading variety of potatoes and the county averages in production around 100 bushels per acre; however some acres have yielded as high as 300 bushels, and it is not uncommon to get a yield of 150 bushels per acre. The Spanish peanut is produced rather extensively in this county and sold on the local market.

The black lands of Dallas County are used for the production of field crops, including cotton, corn, wheat, oats, barley and sorghum.

## Cotton is Major Crop

THE cotton acreage of Dallas County is far in excess of that of the other field crops and more particularly is this true in the East, Northeast, North and Central South parts of the county. The yield of cotton per acre averages about one third bale, but it is not uncommon for the farms in some of the better black land sections to produce one-half to three-quarters bale per acre. The bulk of Dallas County cotton is sold locally on the open market.

While the wheat acreage is small, in comparison with that of cotton, it is nevertheless a very important crop along the white ridge that traverses the county from its southwestern corner to the middle of its northwestern quarter. It is along this lime rock crest that we find our wheat produc-

tion and principal live stock farms. Dallas County wheat yields an average of about 22 bushels per acre. Yields have been recorded as high as 40 bushels per acre. During the past five years, a group of the most prosperous wheat farmers have been making improvements in the variety of their seed wheat. There have been two importations of seed wheat into this county for seed purposes. Practically all of the farmers are attempting to improve their wheat seed by selections during the threshing season.

Oats are grown all over the county. The oat crop does not rank as one of the leading industries from a financial standpoint, but is used mostly by

the farmers for feed purposes. The oat crop seldom ever fails. It is not uncommon to hear of a yield of 100 bushels per acre, but the average is about 50 bushels per acre. Like the wheat, the oat crop has been improved by the importation of seed from experiment stations in the black land section. The oat yield has been increased by seed selection, treating for smut, and practice of better cultural methods.

Corn is not a sure crop in this county, due principally to lack of rain during the growing season, but many of the Dallas County farmers have become fairly proficient in the pro-

duction of corn, due to their intensive method in the cultivation of the land and cultural practice continued throughout the growing season. The average yield of corn in Dallas County is about 25 bushels per acre. This yield is gradually being increased, due to field selection of seed and improved cultural methods, including early and thorough preparation of the seed bed and shallow intensive plowing during the growing season.

#### Filling Dallas' Milk Bottles

THE live stock industry in Dallas County will soon rank in importance with those of the field crops. The City of Dallas consumes from 14,000 to 16,000 gallons of milk daily, most of which is produced by the dairy cows of Dallas County. The principal types of dairy cow are the registered and grade Jerseys. Of recent years the Holstein has been imported into the county and is now producing a fair share of the whole milk sold on the Dallas market. Many registered breeding herds are maintained throughout the county for the purpose of not only producing milk for the market, but are the source of obtaining real foundation breeding stock for other farmers and breeders. The pure bred live stock industry in Dallas County ranks with that of other sections of the State; in fact, many of the best herds of cattle in the Southwest are to be found on our farms. The Dairy Producers have long realized that only well bred cattle will pay on our high priced farm lands, therefore the Dallas County herds are not only well bred but well fed. A large per cent of the concentrates and practically all of the rough feeds are produced on the dairy farm. The dairy cows not only produce the best human foods, but are likewise the most economical producers. Dallas is blessed with a good milk supply.

Dallas County also has beef herds of cattle, including the Short Horns, Herefords and Red Polls. The owners of these establishments do not attempt to produce beef for the market, but are interested rather in the production of foundation breeding stock that can be sold to farmers and ranchmen who are situated on cheaper land.

Farmers of Dallas County maintain enough sheep to keep their fields and pastures clean. Wool clipping in Dallas County will average annually 75,000 to 100,000 pounds.

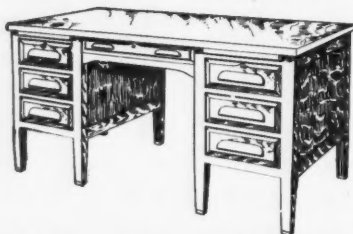
#### A Second Petaluma

THE poultry industry of Dallas County has developed very rapidly during the past five years. Many commercial establishments have been started during this period. The excellent market afforded by the City of Dallas has been a strong stimulant to the poultry industry. The majority of farmers and poultrymen have been able to sell their products on the local market at a fair price during this period. Nearly every farmhouse has a number of hens producing eggs for the local market. Nearly all of the land of Dallas County is of such

(Continued on page 20)

## YOU CAN SAVE MONEY

on New and  
Used  
Office  
Furniture



BERGER  
FILING CABINETS  
IMPERIAL DESKS  
JOHNSON CHAIRS

### Askew Office Furniture Exchange

Phone Y-1220

308-310-312 North Akard St.

Two Doors North  
of Pacific Avenue

*Let Natural Gas  
Solve Your Fuel Problems*



## LONE STAR GAS COMPANY

South's Largest Wholesaler of Natural Gas

*Announcing* the removal of our offices  
to a spacious ground floor  
location at 1604 Main St., Central Bank Building.  
Splendid title service.

Phones X-8104, X-8105, X-8106

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SHIPPERS  
ANNUALLY  
LOSE  
**\$200,000.00**  
IN  
UNDETECTED  
FREIGHT  
OVERCHARGES

**INTERSTATE TRAFFIC COMPANY**  
TRAFFIC MANAGERS

J. M. Smith, Manager

Santa Fe Building

Phone Y-3727

**DALLAS, TEXAS**

## Texas Employers' Insurance Association

W. B. HEAD, President

HOMER R. MITCHELL, Secy. and Genl. Mgr.

An organization attributing its success to its net cost plan of writing

WORKMEN'S COMPENSATION INSURANCE

The State Fire Insurance Commission, Workmen's Compensation Division, recently approved the distribution, during 1925, of \$281,042.88 by way of dividends or savings applicable to the earned premiums of 1924.

Surplus as at March 31st, 1925, \$712,024.48

INTERURBAN BUILDING, DALLAS  
and at Wichita Falls, Ft. Worth, Breckenridge, El Paso, San Antonio, Houston, Galveston, Beaumont, Austin and Waco

## Don't Blame Your Salesmen If Selling Costs Are High

If selling costs are too high, the modern concept places the blame on the executive rather than the salesman. The salesman is only human and in the absence of proper co-operation from his executive he must do all the missionary work, create a favorable regard for his house and finally, *perhaps*, make the sale.

This all takes time, a great deal of time, and selling costs naturally are high.

The better way is to use Printed Salesmanship to pave the way for the salesman, to do the missionary work and create a favorable opinion for the house and its products. By doing this you can reduce your selling costs, by making salesman's time more productive.

Working with executives to help them reduce selling costs and increase net profits is our business. Let us tell you about what we have to offer.

Call Y-2122

JOHNSTON PRINTING & ADVERTISING  
COMPANY

"Everything in Printed Salesmanship  
From the Idea to the Finished Product"

McKINNEY AT ST. PAUL

## Dallas and Agriculture

(Continued from page 18)

nature as to make its use admirable from a poultry standpoint. Hundreds of acres are being sold annually in small blocks for poultry farms. Most of these purchasers have succeeded to a fair degree where they have observed the better methods of poultry husbandry. This failure was not due, however, to market conditions, but in most every instance, was due to the purchaser violating some of the fundamental laws of production.

Through the Dallas County Poultry Association and other local poultry organizations throughout the county, the producers are becoming well acquainted with the better methods of production. Poultry producers are divided into two groups; those farmers and producers who produce eggs for commercial marketing, while other breeders devote their time to the production of high class breeding stock, selling both eggs and adult stock.

## Business Opportunities

Representative for a Norwegian natural mineral water sold in family size bottles. Refer to No. 135.

Representative for candy machinery to be sold to confectioners and candy manufacturers. Refer to No. 136.

Distributor to organize canvassing force for silk piece goods. Refer to No. 137.

Representative or distributor for a line of tonic bitters. Refer to No. 138.

Representative for a food product similar to Jello. Refer to No. 139.

Representative-manufacturer for a frameless window screen. Refer to No. 140.

Representative or distributor for a line of cement, mastic, asphalt, slate, composition and rubber tile floors. Refer to No. 141.

Representative to handle line of steel and rubber hose, and railway supplies. Refer to No. 142.

Salesman calling on drug and grocery trade to sell an anti-pain ointment. Refer to No. 143.

Representative to handle line of steam heating specialties for vapor, vacuum or gravity heating. Refer to No. 144.

Representative to handle Kieselguhr or Diatomaceous earth to insulation and filtration trade. Refer to No. 145.

Distributor to handle a grade of Pennsylvania crude oil, also soaps and greases. Refer to No. 146.

Commission agent to sell line of heater, attachment, double service and other type electric sockets and plugs. Refer to No. 147.

Agent to handle line of hemp and flax yarns for English manufacturer. Refer to No. 148.





**D**URING April thirty-two new memberships were added to the Chamber of Commerce rolls, including four new budget subscribers and two budget increases. The officers and directors of the Chamber wish to express appreciation for the work of the following men during the past month in getting new members, furnishing the names of prospective members and otherwise co-operating with the Membership Department: W. C. Lemmon, Harold Volk, Ray Shelton, Frank Seay, Wilbur Wright, W. M. Newman, Pres. Cullum, Jordan Ownby and Ray McDowell.

#### NEW BUDGET SUBSCRIBERS

John L. Jones Furniture Co., John L. Jones, retail furniture; 2005 E'm St.  
Oak Lawn Inn, C. Gordon Jackson, family hotel; 3700 Cedar Springs Road.  
Packard-Scruggs Co., S. B. Scruggs, automobiles; 710 N. Harwood St.  
Trinity Construction Co., E. M. Thomas, contractors; 1320 Masonic Street.

#### BUDGET INCREASES

Coca-Cola Company; 2019 N. Lamar St.  
Kinnison Bros.; 311 N. Austin St.

#### NEW SINGLE MEMBERSHIPS

Bates Adjustment Co., C. P. Bruce, insurance adjusters; 917 American Exch. Bank Building.  
Norman R. Crozier, Supt. of City Schools; c/o Board of Education.  
E. B. Cauthorn, c/o Board of Education; assistant superintendent, Dallas schools.  
Citizens' Mortgage Co. of Texas, J. F. Bruce, mortgage loans; 1503-4-5 Praetorian Bldg.  
City Planing Mill, Jno. E. Boyd, planing mill; 1504 Illing St.  
Clark & Johnson Grocery Co., W. L. Clark, retail groceries; Oak Lawn Avenue.  
Conley Tank Car Company, F. G. Gissler, tank cars for oil; 2301 Magnolia Bldg.  
Custer Linotype Co., Julian G. Kent, typesetting; 1802½ Jackson St.  
E. T. Morgan, barber and beauty culture college; 912½ Main St.  
Owl Candy Co., R. S. Pappas, candy mfgs.; 2223 Elm St.  
Parker Music Co., C. C. Shell, Jr., musical supplies; 1821 Main St.  
Frank Rimmer, insurance agency—cotton and marine; 1229 Kirby Bldg.  
Schmalzried Book Shop, A. L. Schmalzried, new and second-hand books; 911 Main St.  
Shapiro & Ornish, J. Shapiro, dry goods; 1104 Elm Street.  
Geo. L. Simpson & Co., Geo. L. Simpson, municipal bonds; 303 American Exch. Bank Building.  
Roy E. Smith Company, Roy E. Smith, real estate and mortgage loans; 1501-2 American Exch. Bank Bldg.  
Texas Law Co., W. M. Miller, collections and adjustments; 336 Wilson Bldg.  
Thomas & Yarbrough, W. A. Thomas, general contractors; 707 North Ervay St.  
White Star, Inc., W. S. Baker, laundry—cleaners and dyers; 3209-13 Knox St.

#### 10,000,000 Cones

Ten million "Made in Dallas" ice cream cones were shipped during March by the Consolidated Wafer Company of Texas. They report this to be the most successful month in the history of their concern, and, to illustrate the enormous business represented by their March shipments, state that if these ten million cones, each measuring five inches, were placed end to end they would stretch from Texarkana to El Paso.

## Desk Chairs

*that combine comfort, utility  
and style*

**T**HE selection of your desk chair should receive more than passing consideration, for, in addition to its being comfortable, it should be serviceable and handsome as well.

We will welcome an opportunity to show you just what we mean.

**STEWART  
Office Supply Co.**  
1810 Main Street



## COME TO TEXAS!

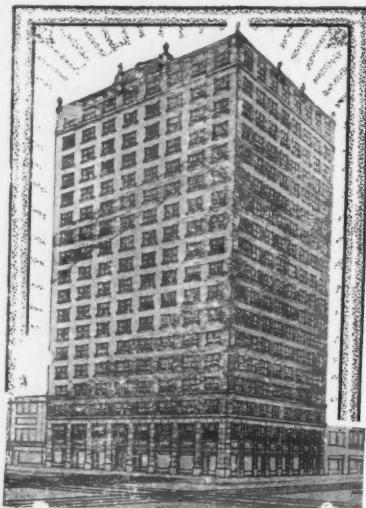
**A** CERTAIN household of four in one of the Gulf States paid \$303.00 for the winter's fuel, \$60.60 per month average from November through March.

☞ It would pay this family to move to Dallas.

*Dallas Has Natural Gas*

**THE DALLAS GAS COMPANY**

# Builders of



New 19-story Allen Office Building to be erected at the corner of Commerce and Ervay Sts.

**MID-WEST CO., INC.**  
Architects

Southland Life Bldg., Dallas, Texas

**Rice Construction Co.**  
Contractors

1803 So. Market St., Dallas, Texas

## All Building Records Are Broken

**D**ALLAS broke another building record during April, the permits for the month totaling \$3,343,282, or more than for any preceding single month in the city's history. The total for the year to May 1 is now \$10,487,951, or \$350,594 ahead of the figure for the corresponding period last year. Among some of the larger permits for the month were: \$650,000, a final permit on the Dallas Athletic Club; \$175,000 applying on the hotel being erected by Genaro & Son at Jackson and Houston Streets; \$75,000 for a four-story garage addition to the Medical Arts Building, encircling the building on two sides. The Joplin-Marshall Company are the contractors and Lang & Witchell the architects for the hotel being erected by the Genaros.

### Enormous Transactions

A group of realty transactions negotiated during a single week of April, represented almost \$10,000,000.

Titche-Goettinger Company, Dallas department store, bought from S. B. Perkins, S. B. Brooks, A. M. Samuell and the Randle estate, property facing 200 feet on St. Paul by 75 feet on both Main and Elm, and also the St. Francis Hotel property adjoining on Main Street, 50x100 feet. Consideration was about \$725,000. It is understood the Titche-Goettinger interests also are purchasing from H. C. Coke property at the southeast corner of Main and St. Paul, consideration about \$150,000. It is announced that Titche-Goettinger Company will erect a new 8-story home for their business on this site at the expiration of their present lease in the Wilson Building, which has three years to run.

A syndicate of Dallas cotton men, headed by R. R. Freeman and C. L. Tarver, purchased property at the northeast corner of Commerce and St. Paul streets, fronting 65 feet on Commerce and 100 on St. Paul for \$130,000.

E. H. Hulsey bought 25x100 feet on the north side of Main Street, 100 feet of St. Paul, for about \$150,000.

RESIDENCE ADDRESS

ADOLPHUS HOTEL

**DONALD R. LEESON**  
ILLUMINATING ENGINEER

FACTORY REPRESENTATIVE  
EMPIRE ELECTRIC SUPPLY CO.  
DESIGNERS AND MANUFACTURERS  
HIGH-GRADE LIGHTING FIXTURES  
MUSKOGEE, OKLAHOMA

HIGHLAND PARK STUDIO  
4.14 OAK LAWN AVENUE  
DALLAS, TEXAS  
PHONE A-4343



**COUNTRY CLUB ESTATES**  
The new "Million Dollar Addition," because of its location and other advantages, is the ideal place for your permanent home. A pleasure to show you this beautiful property.

**BUSINESS PROPERTY LEASES**  
Years of experience in the handling of business property leases in Dallas enable us to offer you unequalled service in this line.

See H. P. ELLER

**DALLAS TRUST & SAVINGS BANK**

X-5451



New 16-story Hilton Hotel now under construction at the corner of Main and Harwood Sts.

**LANG & WITCHELL**  
Architects

American Exchange Building  
Dallas, Texas

McKenzie Construction Co.  
Contractors  
San Antonio, Texas

# Greater Dallas

As announced on this page, the Rucker & Jones Building Company leased for 99 years the Sanger estate, on South Ervay Street, where a \$1,000,000 apartment hotel will be erected.

Volk Bros. leased for 99 years, property at the southeast corner of Elm and St. Paul, 50 feet on Elm and 100 feet on St. Paul, consideration in excess of \$3,000,000.

It has been announced that Volk Bros. plan the erection of a large building on the site within the next year or so. The firm already owned 75 feet on Elm Street adjoining their new lease, and the transaction gives the firm frontage of 125 feet on Elm, 200 on St. Paul, and 100 feet on Main.

John and Jesse Jones, of Houston, purchased 50x90 feet on the south side of Elm, 75 feet east of Harwood, for \$95,000.

Harry Sigel purchased for \$57,500 the building on the south side of Elm Street, 175 feet east of Harwood, the property being 31x90.

These enormous transactions show both the confidence of local men and out-of-town capitalists in the sterling merit of Dallas real estate. The re-

markable advance in local realty values is reflected, for example, in the purchases by Titcher-Goettinger Company. Property for which this concern paid \$600,000, was purchased by the sellers only three years ago for \$450,000.

## New Apartment Hotel

THE old homestead of the Sanger family, at the northwest corner of Ervay and Canton Streets, is to be demolished at once to make room for a \$1,000,000 apartment building, it is announced by Rucker & Jones, realtors, who are handling plans in connection with the building. A lease on the seven-story structure has been taken by Rucker & Jones and associates for 99 years. The real estate bonds covering cost of construction are being underwritten by Stifel, Nicolaus & Co., Inc., of St. Louis. It is expected to have the building ready for occupancy around the first of next year. The new apartment hotel will be known as the "Sanger."

Sears, Roebuck & Co. will build, at once, a three-story addition to the present plant, it has been announced, by H. M. Rubel, general manager of

(Continued on page 24)



## THE DALLAS TRANSFER

now occupies Unit No. 2 of the Santa Fe Building. Unexcelled Warehouse and Distribution Service to Manufacturers. Railroad trackage in basement. Special Service in Display and Sample Room Floors.



Republic Bank Building  
INGE CONSTRUCTION CO.  
Contractors  
Swiss and Hawkins Sts., Dallas

C. D. HILL & CO.  
Architects  
Central Bank Bldg., Dallas  
Liability Insurance  
A. C. PRENDERGAST & CO.  
Kirby Bldg., Dallas, Texas

## Bond-Art

## Guaranteed First Mortgage Notes

Seven per cent net with safety and security with promptness when due—without worry or bother

# MID-CONTINENT FINANCE CORP. 7%

Lobby Commercial State Bank

Phone Y-2657



MAPLE TERRACE APARTMENTS  
"Where Apartments are Real Homes"  
Reservations now being made

**RUCKER & JONES, REALTORS**

Exclusive Agents

DALLAS



D.P.&amp;L.

## When Constructing or Moving Buildings

In certain cases where owners or contractors find that the removal of poles or changing of wire clearances is necessary, time will be saved and work will be greatly facilitated if we are advised several weeks in advance.



Telephone X-4151

NEW BUSINESS DIVISION

DALLAS POWER &  
LIGHT COMPANY

X-4151

Interurban Building

## Building Records Broken

(Continued from page 23)

the local plant. Plans were approved by C. N. Kittle, president of the company, upon his visit here last month. The building will furnish 150,000 square feet. It is expected the addition, which will be on South Lamar Street, will be ready for occupancy around Sept. 1. The building is to house the retail department of the business.

Sanger Bros. have acquired property at the northwest corner of Elm and Austin Streets, and announced plans for the erection of a five-story garage, 100x100 feet, designed to accommodate cars of customers of the concern.

Contract for the construction of a \$75,000 addition to the plant of the Campbell Baking Company, at McKinney and Thomas Avenues, have been awarded to W. H. King, Lang & Witchell, architects. It will be two stories, 137x140 feet.

Contract for the plumbing, at \$195,000, for the new 18-story Allen office building, at Commerce and Ervay Streets, has been awarded to the Hamilton Company. The Rice Construction Company has the general contract for the building, at \$1,234,500.

### Initial Step in T. & P. Project

**A**S AN initial step in a series of local improvements which will ultimately call for the expenditure of several million dollars, contract for the construction of a \$50,000 concrete subway on McKenzie Street, under the proposed \$1,500,000 Texas & Pacific Railroad freight yard, in East Dallas, has been awarded to Southwell & Abbot, it is announced by E. F. Mitchell, chief engineer of the railroad.

The general contract for the new \$100,000 Pythian Temple, on Bryan, between Harwood and Olive Streets, has been awarded to J. O. Everett.

Lamar & Barton, the publishing unit of the Methodist Episcopal Church, South, have purchased from R. H. Stewart, the property at 1314-16 Commerce Street, as a site for a larger home for the Methodist Publishing House. It has been tentatively announced that a 14-story structure will be erected, but no construction can start for several years, or until the expiration of the lease on the building now on the property, which is the home of the Britling Cafeteria.

### Visitors From 18 States At Hotel Meeting

Charles A. Mangold, proprietor of the Jefferson Hotel, tells the Chamber of Commerce that visitors from 18 States attended one of the meetings held in his roof garden every Sunday morning for the benefit of the "stranger within the gates." This illustrates what an assembling point for visitors Dallas is. Most of the attendance at the meetings comes from the ranks of traveling salesmen. The meetings are of a social nature largely, but with frequent religious addresses. Mr. Mangold has many letters of appreciation from visitors who have attended the meetings.

## Many New Concerns

SIXTY-SIX new concerns located here during the month of April bring the total for the year to 273. Among the important organizations reported by the New Industries Department of the Chamber were:

**Southwestern Wholesale Furniture Market**—This company will occupy the ninth and tenth floors of the second unit of the Santa Fe Building. Sixty thousand square feet have been turned over to about 150 furniture manufacturers, and spot stocks will be carried, allowing immediate delivery of orders. J. I. McCammon will be in charge.

**People's Finance Company**—Established to make character loans and to co-operate with credit extension by local merchants. W. Paul Gage is president; Ben Thorp and Louis W. Horner, vice-presidents; J. W. Carpenter, Dr. C. M. Rosser, Alfred O. Anderson, Dr. H. G. Walcott, William Sparkman, Judge C. M. Smithdeal, William A. Manson, C. F. Hortenstein, directors.

**Roy E. Smith Realty Company**—Roy E. Smith, for several years connected with the business property division of the Dallas Trust & Savings Bank, has opened offices in the American Exchange National Bank Building, and will specialize in downtown realty.

**Alaskan Fur Company**—This concern has remodeled the three-story building at 1424 Main Street and has opened a very beautiful and attractive fur shop. This company has been in business in Houston for seven years.

The Richmond Hosiery Company, of Chattanooga, Tenn., and the Highway Trailer Company of Edgerton, Wisconsin, have both opened branches in the Santa Fe Building.

### NEW CONCERNS

**Auto Transport Co.**, cross-country auto service; St. George Hotel. X-2494.

**American Petroleum Institute, Division of Standardization**; Room 103, Unit 1, Santa Fe Bldg. X-2119.

**American Towel & Linen Supply**, laundry; Second Ave. and Williams St.; S. E. corner. Y-2323.

**Brewer, G. L.**, produce and fruits; 316 S. Pearl St. Y-3374.

**Bryan & Sharp**, architects; 1712 Pacific Avenue. X-5919.

**Bryson Radio Co.**, The, radio supplies; Room 1020, Unit 1, Santa Fe Bldg. X-4519.

**Blissard Mattress Factory**, W. L., mattress renovating; 4022 Dixie Highway. E-1029.

**Brannon, Walter B.**, attorney; 732 Wilson Bldg. Y-3038.

**City Finance Co.**, investments and loans; 1214½ Main St. X-5611.

**Columbian Steel Tank Co.**, tanks and pumps; 1305 Sw. Life Bldg. X-6374.

**Cullen, Dr. Frank**, chiropractor; 115½ W. Jefferson St. C-4810.

**Chowning Realty Co.**, real estate, loans and rentals; 1713 Orange St. Y-4596.

**Carr's Millinery**; 1304 A Elm St. X-4687.

**Cline & Phipps Produce Co.**; 504 S. Pearl St. Y-5465.

**Dallas Tater Flakes Co.**, potato chip mfrs.; 309 N. Akard St. Y-5682.

**Dent & Musselman, Inc.**, theatrical; 2009½ Jackson St. Y-2419.

**Eaton Axle & Spring Service Co.**, auto springs, axles and bumpers; 2810-16 Main St.

**Egger, Sam**, ladies' garments; 1627½ Elm St. X-5342.

**Equitable Credit Co. of Texas**, investments and loans; 1515 American Exch. Bank Bldg. X-6028.

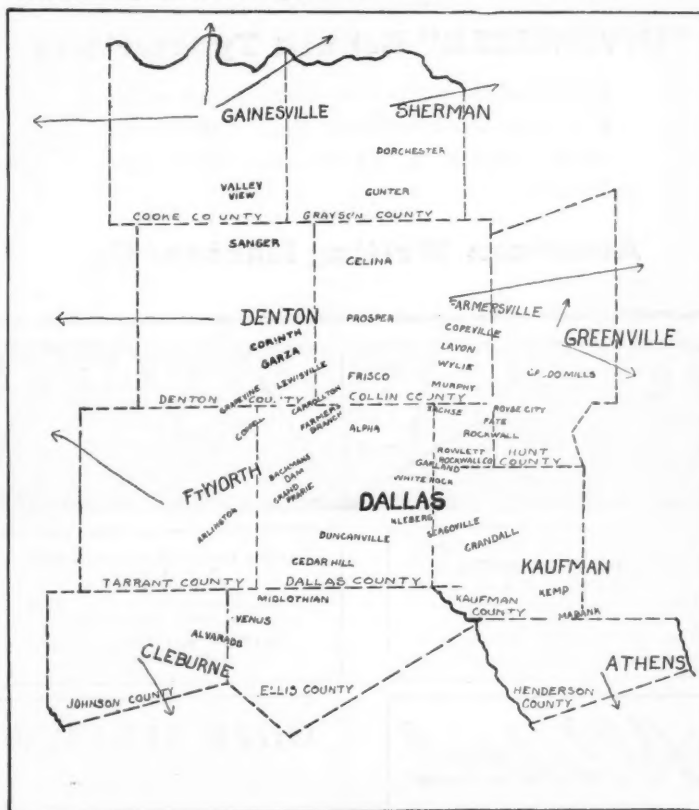
**Ferrand & Fitch**, architects; 701 Slaughter Bldg. X-3340.

**Forest Avenue Sandwich Shop**, restaurant and cafe; 1124 Forest Avenue. X-8512.

## M. M. MAYFIELD

Elm and T. & P. Tracks All Phones H-2171

Red Ball Map below, showing routes in and out of Dallas with connections



## Red Ball Stage Lines

"Originators of Bus Transportation in the Heart of the Great Southwest"

DALLAS-DENTON-GAINESVILLE — DALLAS-SHERMAN

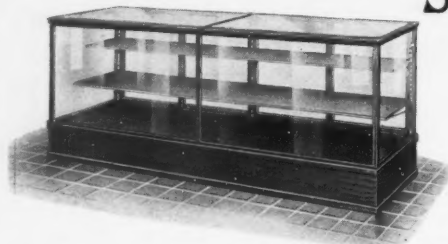
TELEPHONES X-2015 X-8017 X-5605  
700-02 Commerce St. A. L. Kaufman, Mgr.

DALLAS TO GREENVILLE, 700-02 COMMERCE ST.

TELEPHONES X-2015 X-8017 X-5605  
H. E. English, Mgr.

DALLAS TO CLEBURNE, DALLAS TO ATHENS

TELEPHONES X-2085 X-1657  
V. J. Shrader, Mgr., 105 So. Market St.



## Show Cases

and  
Modern  
Store  
Fixtures

From Manufacturer Direct to  
You—at a saving in price and  
freight.

**SOUTHERN FOUNTAIN & FIXTURE MFG. CO.**

DALLAS, TEXAS

"They are Different"

## "INVINCIBLE" Rebuilt Typewriters

☐ All makes—prices low—terms if you wish.

☐ Be sure and investigate these typewriters  
before buying. ☐ Agents for Remington  
Portable.



**American Writing Machine Co.**

1503 Commerce St.

X-2740

DALLAS, TEXAS



John Schwarz Phone X-5708  
**DALLAS TYPEWRITER &  
SUPPLY CO.**  
Woodstock and Oliver Typewriter  
Agency  
We sell and exchange Typewriters of  
all makes 1519 Commerce St.

Adding Machine Rolls—"Premium"  
\$1.00 a dozen  
\$7.22 a 100 rolls  
Steno. Note Books, a gross, \$7.22  
for either pen or ink  
**MARTIN STATIONERY CO.**  
110-112 S. Poydras St.

**GF Allsteel**  
Exclusive Dallas Agents  
**SOUTHERN SALESBOOK &  
SPECIALTIES CO.**  
203 Mercantile Bank Bldg.  
Phone X-4855  
Underwriters' Label and Commercial Safes,  
Complete Office and Filing Equipment  
Steel Desks, Shelving  
Sales Books Order Books

**SERVICEGRAM**

Efficient and in-  
telligent office help  
furnished promptly.

Over Four Years in Dallas  
**EMPLOYERS' SERVICE**  
Phone BUREAU X-7526

**ODEE SERVICE**  
for every  
LEGAL STATIONERY  
REQUIREMENT  
Largest Publishers & Distributors of  
**TEXAS STANDARD FORM  
LEGAL BLANKS**  
in the world

**THE ODEE COMPANY**  
The Legal Supply House  
Main at Poydras  
Phone Y-6994 Dallas, Texas

**AN EVER READY SOURCE**  
No sudden demand for additional  
employees need ever confront you. Your  
most urgent demand will find us ready  
to serve you. Call X-3466.  
**COMMERCIAL SERVICE COMPANY**  
H. J. Joy, Manager  
804 Wilson Building, Dallas, Texas  
X-3466

Ford, J. B. Co., The, laundry supplies and  
machinery; 709 Central Bank Bldg. Y-2037.  
Garrett, Geo. G., real estate, loans and  
rentals; 1708 1/2 Live Oak St. Y-2859.  
Goodman & Albin Piano Co., pianos and  
organs; 1015 Main St. X-8684.  
Historical Society, associations and societies;  
321 Marvin Bldg. Y-4838.  
Joshua Dillard Shirts, shirt mfgs.; 401 Lig-  
gett Bldg. X-4922.  
Hamilton, J. W., oil company; 701 Linz  
Bldg. X-8793.  
Highway Trailer Co., automotive equipment;  
2nd Unit, Santa Fe Bldg. X-7111.  
Hotel Supply & Store Fixture Co., hotel  
supplies; 311 Central Bank Bldg. X-6072.  
Hughes Advertising Agency; 205 N. Ervay  
St. X-1940.  
Hunter Mfg. & Comm. Co., dry goods—  
wholesale; 403 Merc. Bank Bldg. X-6028.  
Johnson Auto Top & Paint Co., auto tops;  
2803 Commerce St. Y-4835.  
Killough & Co., M. N., insurance agents;  
1015 Kirby Bldg. X-8809.  
Lydick Roofing Co. of Dallas, The; 1216 Ma-  
rilla St. X-8798.  
Monnig Dry Goods Co., dry goods—whole-  
sale; Room 4, Unit 1, Santa Fe Bldg. X-6933.  
Murphy Sales Co., drugs—wholesale; 107  
Crowdus St. Y-1754.  
Mitchell's Cash Grocery, groceries—retail;  
1415 Wentworth St. C-0229.  
Mays & Mays, attorneys; 219 Slaughter  
Bldg. Y-3040.  
Niendorf, J. H. & Co., fire brick and tile;  
504 Santa Fe Bldg., Unit 1. X-5005.  
New York Lamp Frame Co., wire and iron  
works; 1605 1/2 Commerce St. X-5003.  
National Potash Co., chemical mfgs.; Room  
1711, Unit 1, Santa Fe Bldg. X-1790.  
O'Malley, J. J., insurance agency; 708 Cen-  
tral Bank Bldg. X-6478.  
Parker Music Co., musical instruments;  
1821 Main St. Y-5767.  
Quality Motor Co., automobiles; 2819 Com-  
merce St. Y-2712.  
Rawlings Land Co., land development; 603-4  
Slaughter Bldg. X-2613.  
Rathburn & Company, jointless fire brick  
and boiler room supplies; 201 Central Bank  
Bldg. X-1528.  
Reddy & Payne Auto Enamel Co., auto car-  
riage painting; 1313 Young St. X-6091.  
Reed, Elmer C. Co., wholesale furniture;  
2216-18 S. Harwood St. E-2500.  
Richmond Hosiery Co., of Chattanooga,  
Tenn.; hosiery; Santa Fe Bldg.  
Sills, Catherine, Children's Shop, infants'  
wear; 2920 Maple Avenue. Y-4753.  
San Jacinto Life Insurance Co., Room 1536,  
Unit 1, Santa Fe Bldg. X-5762.  
Smith, Chas. C., loans; 1008 Western In-  
demnity Bldg. X-6867.  
Southwestern Wholesale Furniture Market;  
9th and 10th floors, 2nd Unit, Santa Fe Bldg.  
X-7111.  
Texas Adjustment Bureau, collection agency;  
214 Marvin Bldg. X-8716.  
Thompson Co., James C., furniture dealers;  
3404 Main St. Y-1327.  
Taylor, John F., clothing—retail; 2630 1/2  
Elm St. X-7532.  
Tucker, C. A., oil company; 819 Western  
Indemnity Bldg. X-8357.  
Texas Insurance Publication, publications;  
601 Southland Life Bldg. X-6695.  
Traynham, Dr. R. C., dentist; 201 Liggett  
Bldg. X-8271.  
Underwood, L. F., manufacturers' agents;  
701 Insurance Bldg. X-8552.  
Wilson, J. W. Co., cotton commission mer-  
chants; 910 Kirby Bldg. X-2798.  
Werlin Sausage Co., A. E., packers—beef  
and pork; 2142 N. Harwood St. X-2893.  
Zimmerman & Lawrence, accountants; 301-3  
Thomas Bldg. X-1762.

### ADDITIONS TO MEMBER- SHIP DIRECTORY

Kindly make the following  
additions to the Classified  
Membership Directory con-  
tained in the March issue of  
"Dallas":  
Refer to "Loans and Invest-  
ments" and add

The Texas Land & Mortgage  
Co., Ltd., 1406-9 Magnolia  
Building.

Refer to "Mortgage Loans" and  
add

The Texas Land & Mortgage  
Co., Ltd., 1406-9 Magnolia  
Building.



## *A Sound Economic Background*

A sound economic background is the basis of permanent success in business. The more young men there are in your employ who have acquired such a background under your personal training, or in a high class University School of Commerce, the greater probability of permanent success does your business have.

You cannot personally supervise the training of every promising employe, but you can investigate the School of Commerce of this University in your city, and encourage your employes to enroll in its classes.

### **Day and Evening School**

Economic Principles  
Accounting  
Business Law  
Income Tax

Finance  
Banking  
Credit  
Administration

Advertising  
Marketing  
Secretarial Training  
Business English



**SCHOOL OF COMMERCE**  
**Southern Methodist University**  
**DALLAS, TEXAS**

**ANCHOR AWNING CO**  
**INCORPORATED**

**Y. 1880 CLARENCE A. PENNIMAN PRES. Y. 1880**

*Awnings, Tents, Tarpaulins, Swings and Camping Equipment*

**2900 Junius St.**

**DALLAS**

## The COMMERCIAL STATE BANK

A Guaranty Fund Bank

We stay open from 8:00 a. m.  
to 6:30 p. m. for your con-  
venience. ☞ Come to see us.

~~~~~  
We Want Your Account.

~~~~~  
Main at Poydras



B. A. McKinney, governor of the Federal Reserve Bank of Dallas since January, 1922, has resigned to become an active vice president of the American Exchange National Bank.

\*\*\*

Christian C. Weichsel, for the past two years chairman of the board of directors of the Dallas Trust and Savings Bank, has been elected president to succeed S. A. Temple, resigned. Mr. Temple will devote his time to his own real estate interests, although remaining a director of this bank.

\*\*\*

R. L. Thornton announces that the Mercantile Bank and Trust Company will be nationalized and the capital stock increased to \$750,000. It will be known as the Mercantile National Bank. Application has been made for a state charter for the Mercantile Trust and Savings Bank to have a capital of \$250,000.

\*\*\*

E. L. Flippen of the Armstrong Packing Company has been appointed to membership on three important committees of the Institute of American Meat Packers.

W. H. Norris, for the past three years district manager of the Credit Clearing House Adjustment Corporation, has been transferred to Seattle, where he will have charge of his company's branch. He has been succeeded at Dallas by Carl T. Matteson, with A. W. Loveland as assistant manager.

\*\*\*

William Z. Hayes, vice-president of the Republic National Bank, has been elected president of the Dallas Ex-Students' Association of the Sam Houston State Teachers' College. Other officers elected were: Roy Ledbetter, vice-president; Mrs. C. A. Dayvault, secretary; Miss Eva G. Pinkston, treasurer; Mrs. Charles A. Murphy, press correspondent.

\*\*\*

L. W. Yockey has been named manager of the shoe department of Hurst Brothers Company. Ed. Easton, former manager, has taken charge of the shoe department of Ed Reynolds' new store.

\*\*\*

Al Badger, for the past four years manager of the Dallas Country Club, has resigned to become manager of a chain of hotels in West Texas, with headquarters at San Angelo, Texas.

\*\*\*

John L. Babcock has been elected president of the Dallas Purchasing Agents' Association. Other officers elected were: E. R. Folmar, first vice-president; I. C. Jarned, second vice-president; C. F. McAuliff, secretary; Payton Chenault, treasurer. National directors chosen were: R. N. Meiers and George T. Brundrett.

\*\*\*

In commemoration of the sixty-first birthday of W. H. Adamson, principal of the Oak Cliff High School, members of the faculty and more than 2,000 students accorded him high tribute in appreciation of his unbroken service of nearly a quarter century as superintendent.

\*\*\*

Arthur L. Kramer was re-elected president of the congregation of Temple Emanu-El. Alex Sanger was re-elected treasurer and Lawrence T. Miller, vice-president. New directors elected were: Victor H. Hexter, Louis Lipsitz, Dr. David Wortsman, H. H. Landauer, Herbert Marcus, Dr. S. M. Freedman, Kaufman David, Isaac Harris and Henry Miller.

\*\*\*

Jerry B. Frey, for the past year and a half manager for the Orville Thorp Agency, has resigned to accept the position of general agent in Texas for the Old Line Life Insurance Company, of Milwaukee.

## Letters That Serve The Purpose For Which They Are Intended

OUR NEW HOME



FIRST UNIT SANTA FE BLDG.

W. MARION NEWMAN  
JOHN R. (BOB) SIMS, JR.  
HOWARD T. NEWMAN  
STANLEY T. WEBB



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X-8168 X-8169  
X-3393

Commercial Printing & Letter Service Co.

918-919 Santa Fe Building

DALLAS

Among the Dallas men elected to the presidencies of various organizations the past month are the following: Myron Everts, Texas Retail Jewelers' Association; George Schepps, Texas Association of the Baking Industry; M. M. Greenbaum, Men's Apparel Club of Texas; A. Morgan Duke, State Conclave Brotherhood of American Yeomen.

J. H. Connell is chairman of the executive committee of the Dallas Safety Council and William Morriss is head of the police committee.

### Discipline at the Adolphus

R. B. Ellifritz, managing director of the Adolphus, has each member of his large organization thoroughly imbued with the doctrine of discipline, it would appear from an occurrence at the hotel during the national hardware convention last month. One bulky delegate, becoming a little alarmed at the load on a crowded elevator in which he was a passenger, asked the gentleman of color in charge:

"Say, boy, is there any chance for this to fall?"

"No sah, boss," was the emphatic reply, "that's against the rules of this house."

### More Power For Dynamic Dallas

(Continued from page 10)

13,200 volt distributing system and sent out over the various underground and overhead feeders to the different substations, located at the most advantageous and economical distributing points, throughout the city of Dallas.

From these substations the 48,000 horsepower is distributed to the various industries for driving the wheels of progress of a Greater Dallas and to the homes where the population of Dallas may enjoy the comforts and conveniences of electric service.

Forty-eight thousand horsepower, translated into man power, would represent 300,000 to 400,000 men. In developing this 48,000 horsepower at the plant, there is being furnished a greater power toward the development of Dallas than the combined population of Dallas could develop without electrical energy.

In addition to the 36,000 kilowatt generating capacity of the Dallas plant, connections are had with the Texas Power & Light Company transmission system, through an outdoor 60,000 volt switching structure and necessary transformer capacity, to provide 22,000 kilowatts for an emergency, or an exchange of power during the off-peak load of either system.

Like the indoor 13,200 volt system, this 60,000 volt system is controlled from the inside main control room. Here, again, by the mere touch of a button the operator controls all of the high voltage switching equipment on the outdoor switching structure.



## The Modern Skyline

IN America's cities everywhere, towering high above the streets, are the "skyscrapers," monuments to industries, builders, and all whose thought and achievement enable hundreds or thousands to work and live comfortably under one roof.

These human hives, and the activity they shelter, are made possible by the telephone, with its cables and wires spreading from floor to floor and from room to room.

The messages they send and receive, now dispatched so quietly and speedily in all directions, would require an army of messengers that could neither be mobilized or directed.

Without such a service as the telephone for the transmission of spoken messages, America's monumental business architecture would not exist, and men would still have to live and work close to the ground, instead of in the air.

### SOUTHWESTERN BELL TELEPHONE COMPANY

THE BELL SYSTEM IN TEXAS



UNITED FOR THE NATION'S NEED



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**Schoolar, Bird & Company**

C. H. Schoolar, C. P. A., President  
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Established in the Southwest  
Seventeen Years

AUDITS :- SYSTEMS  
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Dallas, Texas

**Mrs. S. Clay Young**

ACCOUNTANT  
INCOME TAX SERVICE

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Phone X-1032

DALLAS - TEXAS

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**DIRECT BY MAIL  
ADVERTISING**

Printing, Multigraphing, Filling-in,  
Addressing, Mailing, Mimeographing.

**RILEY LETTER SHOP**  
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Y-5762

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**Couch Armature Works  
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Rewind, Rebuild and Repair  
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General Civil Practice

Specialties—  
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Real Estate Practice.

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**HENRY NUSS  
BOOK BINDER  
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PAPER RULER**

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**Does Your  
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**Use "Dallas"  
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Photographs for All Purposes  
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We photograph anything anytime  
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Drainage, Irrigation, Railroad, Levee

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Mr. Employer: Call us when in need of a Stenographer  
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CONSULTING CIVIL ENGINEERS  
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Surveys, Investigations and Reports

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**THE STANDARD FIXTURE  
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WINDOW DISPLAY  
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Made in Dallas  
Large stock for immediate delivery  
Beautiful designs for selection

## HOUSE MOVING

Office Yard-Residence Phone H-5706

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Practical**

Housemovers, Raisers and Shorers.  
Brick or Frame Buildings Raised,  
Moved or Straightened.

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INSURANCE IN ALL ITS BRANCHES  
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## JANITOR SUPPLIES



## CLASSIFIED ADVERTISING SECTION

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**DALLAS MAILING CO.**  
Over 1916-18 Main St.  
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"12 Years of Better Letters"

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**Materials**  
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Building  
Y6348

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OPTOMETRISTS  
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✓ We specialize in high class  
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 Skylights,  
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Contractors  
Y 3532.  
**Smith & Rawlings**

## SHEET METAL—Cont'd.

*Specify* **ATLAS**  
Metal Goods  
Quality, price and service always  
right. Garages, Metal Buildings,  
Corrugated Roofing, Trash Cans,  
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metal work.  
**Atlas Metal Works-Dallas**

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**FRED L. LAKE & CO., Inc.**  
RUBBER STAMPS  
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STENCILS—SEALS  
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## SIGNS—ELECTRIC

**TEXLITE**  
ELECTRIC SIGNS

"Made in Dallas"  
None better made any other  
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A. G. (Bert) Chaney, Pres.  
J. C. Pickett, Gen'l Mgr.  
Phone Y-3796 for repre-  
sentative to call.

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**CANNON BALL TOWEL SUPPLY**  
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Everything furnished in the  
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TAILORS AND IMPORTERS

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**ZUBER & ZUBER**

Wholesale Collections

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## F. M. ZUBER

Established 1918

**ITA**

"MADE IN DALLAS"

**HEALTH AND ACCIDENT INSURANCE**

Our \$200.00 Monthly Benefit, \$5,000.00-\$10,000.00 Acci-  
dental Death, Combination Health and Accident Accumula-  
tive Policy is a prime favorite with business and professional  
men.

Over \$1,300,000.00 in benefits paid to date.

INTERNATIONAL TRAVELERS ASSOCIATION, DALLAS, TEXAS

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**AMERICAN ELEVATORS**

SOLD BY **J. PEYTON HUNTER** 617 WILSON BLDG.  
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BUILT BY AMERICAN ELEVATOR & MACHINE CO., LOUISVILLE, KY.



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